

MARCH 1959

Southern HARDWARE

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In this issue: A New Look at the Tax Laws, Page 38



LOUISVILLE
SLUGGER BATS

The 75th Anniversary Catalog of genuine Louisville Slugger Bats for Baseball and Softball includes new autographed models of Thomas, Jensen, Cepedo and Cerv in the famous 125 assortment. Also included is the splendid array of specials and junior models for Babe Ruth Leaguers, Pony Leaguers, Little Leaguers, etc.

The line of nineteen Softball bats shown include a number of new models to meet every need.

Send for your **FREE**
H & B CATALOGS for 1959

GRAND SLAM GOLF CLUBS

"New and Incomparable"

The Golf Club Catalog illustrates the completely new line of Grand Slam woods and irons. There are new features galore—see and read about them.

They're READY NOW!

The Louisville Slugger and Grand Slam Catalogs contain complete information and specifications. They measure 8½" x 11" and both are produced in full color. Estimate your quantity needs and reserve your copies now. Write Dept. SH-9.

Hillerich & Bradsby Co., Inc., Louisville 2, Ky.

GRAND SLAM Golf Clubs

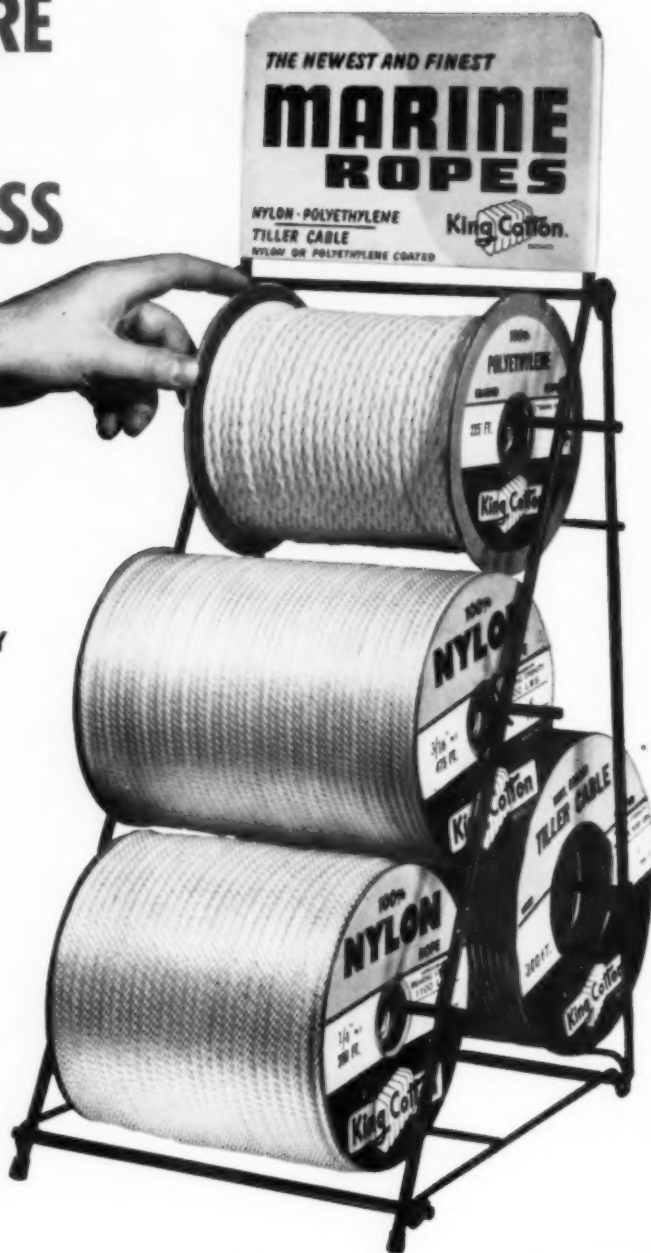


GET YOUR SHARE OF 1959's BIGGEST BUSINESS

- LOW INVENTORY
- LOW COST
- MINIMUM SPACE
- MERCHANDISING DISPLAY

Now you can get a share of the fastest growing trade today . . . the big business in marine supplies and accessories. Watch the boats go by . . . and be sure they buy their Marine Cordage from you. This new Marine Rope Rack (FREE) contains 100% Polyethylene Braided Yellow Rope, 100% Nylon Braided Rope and Vinyl Coated Tiller Cable. All fast moving items.

The rack is only 24 inches high and takes up less than one square foot of counter or floor space. Here's a really low cost, low inventory, easy way to get into the marine rope business. Ask your wholesaler or send in the coupon for more information.



JOHN H. GRAHAM & CO. INC.
105 Duane Street, New York 8, N. Y.

KING COTTON CORDAGE
105 Duane Street
New York 8, New York

Please send me more information and prices on the Marine Rope Rack.

Name

Address

Company

City Zone State

My Wholesaler is

SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia U. S. A.

Subscription price in United States and possessions \$1.00 per year.

Entered as second-class matter at the post office, Dalton, Georgia, under the Act of March 3, 1879.

Volume 128

Number 3

Postmaster, Send notices by Form 3579 to 806 Peachtree St., N. E., Atlanta 8, Ga.

IGLOO

First in demand-First in SALES



***-because IGLOO
is Proven in Use!***

Join the leader, stock and sell IGLOO—the most wanted, asked for and used water cooler in the world today. Your IGLOO sales are backed by strong trade and consumer advertising. You fill the demand that's already there.

Complete cooler line—all sizes, types and styles

Ask your wholesaler



... first in sales

IGLOO CORPORATION

MEMPHIS 4, TENNESSEE

SHOPMATE

Trimmer-Boy™

ELECTRIC HEDGE TRIMMER



MODEL 1360-B

ONLY HEDGE TRIMMER ON THE MARKET WITH SO MANY SELLING FEATURES YET PRICED SO LOW FOR VOLUME SALES!

- ◆ 13" sickle-type blade of hardened Swedish Blue Steel precision ground to stay sharp!
- ◆ 15 trap lock cutter teeth firmly grip the material to be cut without a slip . . . and cut clean!
- ◆ Rugged 115 volt AC series motor with 1.6 amp. rating!
- ◆ New improved bevel pinion gear and cam action insure years of trouble-free performance!
- ◆ Sturdy die-cast aluminum housing!
- ◆ Completely insulated comfort-grip handle!
- ◆ 3-wire ground cord for maximum safety (with adaptor)!
- ◆ Beautiful green and yellow baked enamel finish!
- ◆ Modern streamlined design!
- ◆ Unit weighs only 5½ pounds!
- ◆ Contour design auxiliary handle fits either side or back!
- ◆ Metal wall-mounting bracket included at no extra cost!
- ◆ 30" extension handle (optional)!

SUGGESTED RETAIL

\$29⁹⁵

Nationally advertised in leading publications like Saturday Evening Post, Popular Mechanics, True, Popular Science, Life and Esquire.



PORTABLE ELECTRIC TOOLS, INC., 320 W. 83rd St., Chicago 20, Ill.

Match the new improved Trimmer-Boy against any other trimmer for looks and performance and you'll see why it has become the fastest selling hedge trimmer in the world. The new improved Swedish Blue Steel blade with ground angle cut and trap-lock cutter teeth cuts twigs, branches as no other trimmer can. And new improved, trouble-free performance, streamlined design, consumer approved colors, light weight and unbeatable low price make it the most wanted power trimmer you've ever sold. Try it yourself and you'll see why!

SHOPMATE

mail to: George Weatherby, Sales Manager SH-39
PORTABLE ELECTRIC TOOLS, INC., 320 W. 83rd St., Chicago 20, Ill.
Please send me complete information on the 1959 Trimmer-Boy, including prices.

Name

Firm Name

Address

City Zone State

My Preferred Distributor

HARDWARE

Vol. 128 March, 1959 No. 3

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Business Representatives

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ELECTRICAL SOUTH SOUTHERN AUTOMOTIVE JOURNAL
SOUTHERN BUILDING SUPPLIER TEXTILE INDUSTRIES
SOUTHERN FARM EQUIPMENT SOUTHERN POWER & INDUSTRY

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What does the WHOLESALE or RETAILER expect of a PRODUCT HE CARRIES?



1. That it comes from a reliable company.
2. That it has a good market and sales volume.
3. That it is soundly priced and profitable.
4. That the customer can count on it to function as promised.
5. That the manufacturer stands behind it.

SOUTHWESTERN PLASTIC PIPE qualifies as "top-notch" merchandise on every count. With SOUTHWESTERN, you deal with a pioneer in the plastic pipe industry, backed by 50 years' experience in making pipe.

SOUTHWESTERN PLASTIC PIPE has proven itself a sales builder and profit maker! Dependable, field-proven quality is assured in every foot of SOUTHWESTERN'S complete line of plastic pipe. And, as a "complete line" house, you will see your profits grow with more sales to home owners, plumbers, builders and farmers, because with SOUTHWESTERN, you become the trade's one-stop supplier for these and many more pipe requirements:

- Stock and poultry watering lines
- Underground lawn-sprinkler systems
- Fresh water lines
- Swimming pool supply and drain lines
- Water well casing
- Air-conditioning tubing
- Electrical conduit
- Farm irrigation systems
- Sewage drain lines

FAST, RELIABLE SHIPMENTS from SOUTHWESTERN'S conveniently located warehouse points will keep your stock bins filled, and help you build customer satisfaction.

For complete information, phone or write for the name of SOUTHWESTERN'S Sales Representative in your area.



Southwestern
PLASTIC PIPE CO.

P. O. Box 117 • Mineral Wells, Texas Phone FA 5-3344

SWP-17

BUSINESS TRENDS

- ▶ **Business Outlook**—Although we're well into 1959, there's no letup on the flow of favorable business reports. Most of them based on January figures. Yet many of the basic business measurements have already passed their pre-recession peaks. One of these, home building, is nearing the boom level. Dollar volumes of the gross national product, retail sales, wage and salary income, and construction expenditures were all at new record levels at the end of 1958. One of the most encouraging signs is that business anticipates further gains. The President, the Congress and most business leaders have bolstered the optimistic feelings about business.
- ▶ **Consumer Income**—By December, consumer incomes were up about 4 percent above the low in February, as wage and salary payments recovered rapidly. Between November and December consumer incomes declined some due to lower dividends, interest and transfer payments, but wage and salary payments rose nearly a billion dollars. Consumers have been willing to increase their spending as their incomes have improved. Consumer expenditures increased steadily the last three quarters of 1958.
- ▶ **Optimism High**—Consumers have shown themselves to be increasingly optimistic. They are willing, more and more it seems, to undertake major outlays of purchases, necessitating installment borrowings. The increased demands and lower inventories have kept production figures closely matching new orders. Order backlogs have not risen appreciably. Auto production, perhaps the best business indicator in the nation, continues at high levels. A total of 595,000 cars were assembled in December and 550,000 scheduled for January production.
- ▶ **Unemployment**—Even in the face of a bright economic outlook, unemployment persists. The ratio of unemployment is even higher despite the substantial recovery in business activity. Overall manufacturing output has regained more than 80 percent of lost ground in the recession, but only a fourth of the decline in factory workers has been recovered. Economists are pointing a finger at increased production inefficiency. New facilities, shutting down less efficient facilities in order to meet price competition, is occurring and presenting an unusual employment picture in the face of a boom. Rising wage costs, too, are encouraging management incentives to get more production per worker unit.
- ▶ **Construction**—Private residential construction continued to increase in the final quarter of 1958. New nonfarm private housing starts climbed from a low of about 915,000 on an annual rate basis in February to about 1,430,000 in December. 1958 closed with 1,200,000 new housing units started, the top year since 1955 and well above 1957's total of 989,100 units. Builder optimism stems from entering 1959 with a backlog of sales. Signs are that \$10,000 to \$14,000 housing market will be popular due to easier financing available to builders in that price range.
- ▶ **Lawn Mower Sales**—The tide of suburban living is still rising and one Detroit industrialist predicts a 100 percent increase in the demand for power lawn mowers over the next 10 years. Total sales of the power mower industry will at least double, to more than seven million units a year, by 1969, he predicts. His figures show only 13 million homes have power mowers as compared to 43 million with television, 44 million with electric washing machines, 48 million with refrigerators and 49 million homes with radios.

(See page 30 for current report on wholesale hardware sales.)



HARPER'S WEEKLY—MAY 4, 1867

NIXDORFF-KREIN* Chain...A Vital Link In America's Progress Since 1854

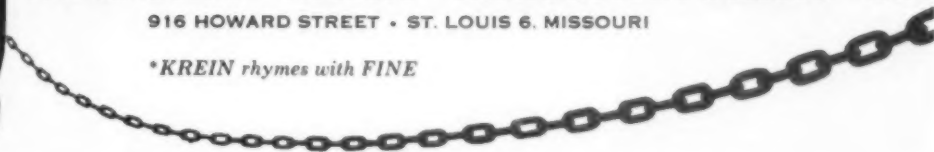
Amid the jubilation on the admission of Alaska as our 49th state, it's interesting to reminisce a little. A less than enthusiastic reaction greeted our acquisition of our Alaskan territory from Russia in 1867 for the sum of \$7,000,000. Harper's Weekly found "Russian America's" population, agriculture and trade "ridiculously disproportionate to its area." At the time of the great Alaskan purchase, Nixdorff-Krein* had already been manufacturing chain in St. Louis for 13 years. Our estimation of the worth of our Alaskan possessions has skyrocketed since 1867—but time has not altered the undeviating excellence of NIXDORFF chain—a symbol of quality since 1854.



NIXDORFF-KREIN* MANUFACTURING CO.

916 HOWARD STREET • ST. LOUIS 6, MISSOURI

*KREIN rhymes with FINE



WELDED AND WELDLESS CHAINS/CHAIN ASSEMBLIES/CHAIN SPECIALTIES/WAGON AND TRUCK HARDWARE

SOUTHERN HARDWARE for MARCH, 1959

For more information use Handy Return Card, Page 53

5

OLYMPI

Announcing The All-New Pump ... by **Myers**

Designed for YOU, the Pump Dealer
Leadership Performance
Advanced Engineering
Full Value Pricing
Tailored Selection



HCM MEDALIST

Convertible two-stage, 1/2 to 1 1/2 H.P.

HC CHALLENGER

Convertible single-stage, 1/2 to 1 H.P.

HP PACER

Shallow or Deep Well 1/2 and 1/2 H.P.

PUMP-TANK UNITS

Shallow and Deep Well, Epoxy Pressure Tanks

FREE

*Complete,
Practical Packaged
Sales Program
For More
Profit*



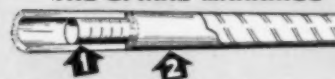
Here's the most practical and complete business building plan in the pump industry. Made for you, the pump dealer. Over 20 FREE profit makers—cut-away pump poster, floor and counter display with every pump, full color mailers, truck and window decals, metal sign, newspaper mats and many others. PLUS Free Product Training for you and your personnel. On completion of training, you will receive an attractive "Authorized Myers Dealer Plaque" personalized with your firm's name.

The F. E. Myers & Bro. Co.
 ASHLAND, OHIO KITCHENER, ONTARIO

NEW! Shakespeare WONDERRODS DOUBLE-BILT.[®] FOR POWER

No. 1579. A two-piece push-button Wonderrod. Brown and white, with exclusive swelled-butt design, stainless steel spin type guides and tip-top. Tru-Aim double off-set handle with "Reel-Tyte Lok" and collet foregrip. 6' and 6'6", in light, medium or extra light actions. \$17.95

THE DOUBLE-BILT[®] STRAIGHT-FIBER TUBULAR-GLASS ROD WITH THE SPIRAL MARKINGS



Only a tubular glass Shakespeare Wonderrod is *double-bilt*, with a (1) reinforcing glass fiber cylindrical wall on the *inside* and (2) thousands of parallel glass fibers on the *outside* running straight and continuous from butt to tip for extra strength and power.* Every Wonderrod is built to taper, with extra tough, small-diameter tip for casting, and strong power-packed butt to hook and land big fish. Thanks to Shakespeare's exclusive, patented process, *lightness is retained*, yet strength is now greatly increased. This patented Shakespeare process leaves the famous spiral markings... your assurance of genuine Wonderrod quality!

© By Shakespeare Co., 1958 *Pat. applied for



**HUGE NATIONAL ADVERTISING PROGRAM
PRE-SELLS WONDERRODS TO MILLIONS OF PROSPECTS**



*The Symbol Respected
by Sport Fishermen..*

BUILDS SALES FOR YOU

Wherever fishermen congregate, this Wonderod symbol is recognized... respected... as the ultimate in fishing rod perfection.

This tremendous consumer acceptance is your assurance of plus Wonderod sales!

EXCLUSIVE DOUBLE-BILT® CONSTRUCTION IN EVERY TUBULAR-GLASS WONDEROD at no Extra Cost!

In the complete family of Wonderods there's one to fit each individual desire... and each individual budget. And the extra quality and deluxe features built into every *double-bilt* Wonderod—at no extra cost to you—give you the opportunity to sell up to quality for a bigger sale... larger profit.

No. 1400. Spin-Wonderod. Wonderod white, with light brown nylon extended winds. Bronze aluminum ferrules and reel seat. Stainless steel guides and tip-top. 6'6" and 7' light and medium actions. **\$18.95**

No. 1451. Fly Wonderod. Wonderod white, with brown nylon winds. Stainless steel guides and top. 6 3/4" specie cork grip with bronze screw lok sliding hood reel seat and ferrule. 7'9", 8'6" or 9'... **\$18.95**

No. 1572. Casting Wonderod with exclusive swelled butt construction. Stainless steel spin type guides and top. "Reel-Tyte Lok" and extra long specie cork grip. 5'2", 5'8" and 6'. Choice of actions. **\$14.95**

No. 1015. 6'6" Wonderod for salt water and heavy duty fresh water trolling. White with red nylon winds. 18" handle with 5 1/4" cork fore-grip, 14" hickory rear grip. Stainless steel guides and top. **\$15.95**

Four other Shakespeare Wonderod families in price ranges to meet every selling situation.



Shakespeare

WONDERODS • WONDER LINES
PUSH-BUTTON REELS
SPIN-WONDEREELS
DIRECT-DRIVE REELS

*Best Sellers
through the years*

Shakespeare Company, Dept. SH-3, Kalamazoo, Michigan
Please send me a free copy of the Shakespeare 1959 illustrated price list.

Name

Address

City Zone State



**Four-Season
Favorite:**

MIDLAND'S 7 H.P. RIDER

a brawny utility tractor that performs
big jobs on a budget 12 MONTHS A YEAR
... for truck farms, as a second
tractor on large farms, for suburban
gardens, estates, service stations,
golf courses and in many other
applications.



OPPORTUNITY KNOCKS 4 SEASONS A YEAR WHEN YOU SELL MIDLAND

new subsidiary of
Outboard Marine Corporation

Your selling season never ends when you offer Midland power garden equipment. Glowing proof: the Midland line for '59 — a soundly-engineered group of powerful units that sells all year long *because it fills user needs all year long*. You enjoy a 12-month selling season on units and implements... *plus* the added assurance that Midland quality promotes not only your reputation but repeat business as well.

But those aren't the only reasons you'll want to switch fast to Midland. There's also the powerful backing of Outboard Marine Corporation to think about; backing that includes a nationwide network of parts-service centers... a 90-day warranty from a company with ample resources to stand behind every product you sell... and all the aggressive advertising and merchandising that built the successes of Lawn-Boy, Pioneer, Johnson, and Evinrude!

The Midland Company

SUBSIDIARY OF OUTBOARD MARINE

Makers of Johnson, Evinrude, and Buccaneer Outboard Motors, Lawn-Boy Power Mowers, Cushman Commercial and Industrial Vehicles, and Pioneer Chain Saws.

Make the Big Move to 4-Season Profit

tear out and mail this coupon today!

THE MIDLAND COMPANY
1200 S. Rawson Ave., Dept. 5H-39
South Milwaukee, Wisconsin

Gentlemen: Tell me more about how I can profit this Spring and the year around with a Midland direct-dealership.

NAME.....

COMPANY.....

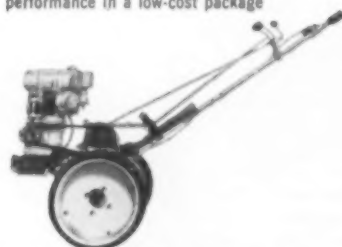
ADDRESS.....

CITY.....ZONE.....STATE.....

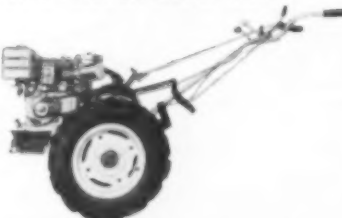
The MIDLAND
4-Season Line



Midland 16" Rotary Tiller
3 HP Model RT-1: peak power and performance in a low-cost package



Midland 4 HP Super Rotary Tiller-Mower, Model TMS-1



Midland 7 HP Self-Propelled Rotary Tiller-Tractor, Model 70B



3 Midland Rotary Mowers

21" Model 19 MH (shown) and 18" Model 89MH with 2 HP Midland Iron Horse engines; 21" Model MPB1 with 2-1/2 HP Briggs & Stratton engine.

A wide selection of dependable attachments is available for each Midland tractor to enhance your 4-season selling power.

INDUSTRY NEWS

Palm Beach Convention Offers Varied Business, Entertainment Programs

AN OUTSTANDING program of business and entertainment features is being planned for delegates to the annual joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association which will be held in Palm Beach, Fla., April 12-16.

The convention gets under way on Sunday evening, April 12 with the traditional Presidents' Reception. An informal, two-hour contact session will be held on the Biltmore Hotel's Cabana Terrace on Monday morning.

Separate SWHA business sessions are scheduled for Tuesday and Thursday mornings.

Featured speakers in the joint session on Wednesday morning will be Felix Morley, a nationally-known analyst of current affairs, and Edmund Orgill, mayor of Memphis. Mr. Orgill is a former president of Orgill Bros. & Co. and is a past president of the Southern Association.

Entertainment features will include boat cruises for the ladies on Monday and Tuesday afternoons, golf tournament for the men on Tuesday afternoon, an entertainment feature on Monday night, with the convention's big entertainment night scheduled for Tuesday.

Convention headquarters is the Biltmore hotel and other hotels participating in handling the convention crowd are the Whitehall, Colony, Pennsylvania, Windsor, and Monte Cristo.

Walter Tips Co. Elects Jennings to Board

WILTON JENNINGS, general manager of Walter Tips Co., Austin, Texas, was elected to the board of

directors of that organization in January. Jennings is in his 33rd year with the wholesale company.

Republic Advances Baldwin to General Sales Rep

A. R. (JACK) BALDWIN, of Birmingham, Ala., has been advanced to the newly created position of general sales representative for Republic Steel Corp., Cleveland, Ohio, according to L. S. Hamaker, general manager of sales.

Headquarters in Birmingham

A veteran of more than 35 years in the steel sales field, Baldwin will continue to operate from the Birmingham District sales office but will be available to assist all of the company's divisions and districts. His principal contacts will be in the 10-state Southeastern area covered by the Birmingham office, and in the territory covered by the Houston, Texas and Tulsa, Oklahoma offices.

During the past year he has been serving as assistant manager of

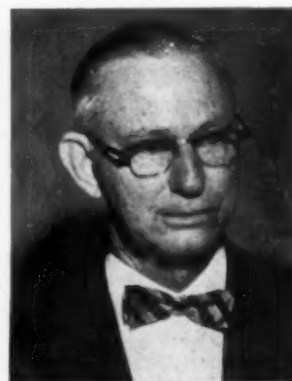


A. R. Baldwin

sales, Wire Division. In his new post he will be connected directly with General Sales in Cleveland.

Nash Hardware Honors Veteran Company Officer

AN APPROPRIATELY engraved watch commemorating 50 years of service to the Nash Hardware Co., of Fort Worth, Texas, was presented to Earl P. Singleton, secretary-treasurer of the company, on the recent anniversary of his connection.



Earl P. Singleton

A luncheon party in honor of Singleton, on the premises, was a complete surprise. For the occasion Charles E. Nash, company president, invited Mrs. Singleton; E. P. Singleton, Jr., and his wife; all salesmen, executives and their wives; and all members of Singleton's department. Lunch, even to broiling steaks, was prepared on the premises by a caterer. Singleton had been working on inventory and did not suspect the party.

As a boy of 17, Singleton started in the bookkeeping department of Nash Hardware and for the past 25 years has been secretary-treasurer and financial executive. He attended the Southern and other conventions for many years.

TWO LANGLEY HIGH-QUALITY, LOW-PRICE REELS



LANGLEY STATIONARY SPOOL

LANGLEY THUMB CONTROL

LANGLEY CLOSED FACE

LANGLEY STAR DRAG

NON-REVERSE HANDLE

With Langley's Famous easy-casting, closed-face features

ADVERTISED \$14⁹⁵ PRICE

Factory-filled with 120 yards 6 lb monofilament

Langley "999"

LANGLEY CORPORATION, DEPT. 70



HAS LANGLEY'S TWO-POINT SHAFT SUSPENSION

HAS THE LANGLEY DOUBLE-MATIC FEATURES

1. Automatic anti-reverse
2. Automatic self-centering

Langley MODEL 777

With Langley famous Super Spinreel features

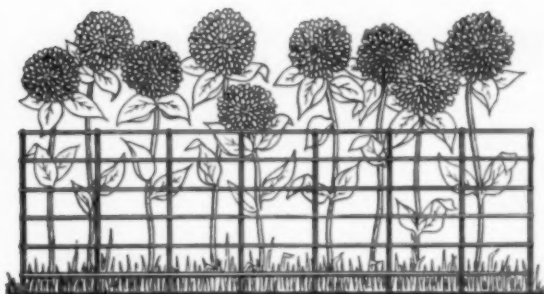
ADVERTISED \$13⁹⁵ PRICE

Langley "777"

310 EUCLID AVENUE • SAN DIEGO 12, CALIFORNIA



New Flower Fence for Your Spring Trade



Modern flower fencing . . . wide openings for clear view . . . can be adjusted for irregular heights or garden shapes . . . easily installed and removed. Welded construction, 11 gauge stay wires, 14 gauge line wires . . . 15" high, plus 4" built-in stakes, 8" x 3" mesh . . . Galvanized . . . 50 ft. rolls . . . "See through" fence with eye appeal self seller labels.

Wholesalers: Order in mixed truck loads with other Wright products

G. F. WRIGHT STEEL & WIRE CO.
Worcester 3, Massachusetts



EIGHT SIZES . . .
many leading pump
manufacturers use Strataflo
as original equipment.

Won't Stick . . . Don't Leak

Strataflo Foot and Check Valves end leakage troubles, save wear and tear on pumps and save their cost in service calls. Strainer won't clog or corrode. They are ideal for jet-type pumps. Write for Bulletin 203.

STRATAFLO PRODUCTS, INC.
FORT WAYNE, INDIANA

STORAGE SPACE BECOMES SELLING SPACE WITH *Revolve*



Equip your store with attractive Bonderized Steel Revolve Rotating Bins for nails, rivets, fittings and other similar items.

HERE'S WHAT HAPPENS!

You store, display and sell, in only a few square feet of floor space (without having to touch your stock). Your customers serve themselves from the easily accessible bins that display every binable item in your inventory.


YOU PROFIT FOUR WAYS!

1. Floor space is made more productive and more profitable. Less floor space is required.
2. Time required to handle stock and serve customers is reduced.
3. Your sales increase because your customers see and help themselves to more items.
4. Better display in less space — better fixtures mean a better selling job.






Write today or ask your Hardware Wholesaler for FREE Folder 320-A "MODERNIZE WITH REVOLVO." Shows full range of sizes and models. The Frick-Gallagher Mfg. Co., 118 S. Michigan Avenue, Wellston, Ohio.





BONDERIZED

REVOLVO COUNTER	PARTS CASES	REVOLVO NAIL BINS	NAIL BIN COUNTERS	DISPLAY COUNTERS
				

Are you making full use of our Reader Service?

The editorial and business staff of SOUTHERN HARDWARE is eager to serve you. One way in which we can help you is to make it easy for you to draw upon the wealth of technical and promotional material available from manufacturers.

In the accompanying pages are the descriptions of scores of useful catalogs, helpful literature and sales aids.

Check over the list of publications and informative bulletins available, note the numbers of the ones you need on the Handy Return Coupon on page 53, along with your name, title, company, and address plainly written. We will tell each manufacturer to send directly to you the information you want.

Address your requests to:
READER SERVICE

SOUTHERN HARDWARE

806 Peachtree St., N. E.
Atlanta 8, Georgia



Here's the best **BETTER-UPPER** of hose profits

SUPPLEX[®]

**LIGHT, DURABLE
NON-REINFORCED HOSE**



RETAIL \$2.24 and up—Leaders in moderate-priced field, also give you generous profit margins. Fully guaranteed.

Supplex *looks* like the quality it is! That's the way we make it. And that's the way you sell it—for longer profits and greater customer satisfaction.

Supplex pioneered tire-cord reinforcement... makes hose that sells easily, stays sold. Ask your jobber about the new Supplex "Silent Salesman" portable display rack. *Buy* Supplex and *sell* quality.

NYLON TIRE-CORD REINFORCED HOSE



RETAIL \$3.98 and up—Won't burst even if left for days in hot sun under full water pressure. Guaranteed 10 years.



Note tough, knitted ply of nylon tire cord embedded in this all-vinyl hose. An outstanding sales feature your customers can see.

TRIPLE TUBE SPRINKLER



RETAIL \$3.98 and up—Superior, triple tube construction. Outsell all other sprinklers. Packed on amazing new reel... makes all other flexible sprinklers obsolete!

SUPPLEX COMPANY
Garwood, N. J.

Division of Amerace Corp.



Swinging Around The Southeast



BY DAN M. FRY

.....Fry-Holbrook & Associates.....
Atlanta, Ga.

J. G. WALLACE, Wallace Hardware Co., Morristown, Tennessee, a veteran in the trade, has retired . . . His many friends will miss him . . . Nephew John Wallace, Ray Bradley, and F. H. Forgey will split J. G.'s duties on the buying end . . .

Have learned from good authority the Colonel's picture on the "Colonel's Pride" utility can is Reid Cox (in person), so you fellows who thought it was one of Reid's relatives have been vaguely misled . . . John Carroll of Beck & Gregg Hardware, Atlanta, reports a bang-up season on quail . . . John has the knack for knowing the right places to find them . . . Wholesaler, dealer shows which have taken place since the first of the year have been reported as being most successful and well attended . . . Lovett & Tharpe Hardware Co., Dublin, Georgia is adding a fully stocked marine department in conjunction with the hardware and implement business . . .

It was a baby boy, 7 lbs. 7½ ozs., for the Jack DeVondes', Charlotte, North Carolina . . . Jack is with E. L. Hiltz & Co., Hickory, North Carolina . . . Cliff Yelton of Atlanta, Georgia has joined Star Expansion . . . Cliff is new in the hardware field, we welcome him to the fold and wish him much success . . . Sam Nickerson, Jr., Athens Hardware Co., Athens, Georgia, is relieving our old friend J. C. Johnson of some of his duties . . . Young Sam, like father-like son, is right in there pitching . . .

John Swygert, formerly with Peterson & Lowe, has formed a new rep agency in Florida . . . Malcolm Money, House - Hasson Hardware Co., Knoxville, Tennessee, was home a few days with the well-known flu, glad to report he

is back in the harness . . . Sy Kennedy, Kennedy Hardware Co., Chattanooga, Tennessee, would like to know why, when business is good, they put it on the fourth page of the newspaper, but when business is bad, it is put on the front page. Good for you, Sy, don't blame you for raising this question . . . sincerely hope you find the answer . . .

C. E. Hamilton, Odell Hardware Co., Greensboro, North Carolina, has been on the sick list . . . sincerely hope he has a fast recovery . . . Hall & Co., well-known Spartanburg wholesaler, has been sold to Mr. John White, formerly with the Montgomery-Crawford Hardware Co. of Spartanburg. We certainly wish Mr. White much success in his new undertaking . . .

Since this is a brand new column, and will be coming to you monthly, I would welcome any news that's fit to print. Please forward it to me care of SOUTHERN HARDWARE. But right now, it's back to the salt mines for me . . . see you next month.

John F. Woodcock Joins Leon Hawk Organization

THE LEON HAWK Co., St. Simons Island, Ga., announces that John F. Woodcock has joined the firm and will headquarter in Columbus, Georgia. The Hawk organization serves as fishing tackle manufacturers' representatives in the Southeastern states.

Prior to joining Hawk, Woodcock was president of Inland Sports and Marine, a subsidiary corporation of Philips Hardware and Supply Co., Columbus.

J. N. Hathaway Elevated in Scovill Appointments

IN APPOINTMENTS announced recently by Scovill Manufacturing Co., Waterbury, Conn., S. M. Main was named to the new office of product manager of the Merchandise Division. He had been a sales manager of the Division since 1938, having come with the company in 1917.



J. N. Hathaway

J. N. Hathaway, former assistant sales manager, was appointed sales manager of the garden hose accessories section of the Merchandise Division. He joined the company in 1946 as a salesman.

Paul W. Rhodes has been appointed sales promotion coordinator and James A. Bayard will be in charge of advertising.

Dan Fry to Write Column on Southeast

Making its first appearance this month is the column shown on your left—"Swinging Around the Southeast." It'll be the monthly literary effort of one Dan M. Fry, a manufacturers rep, who will spotlight the happenings both great and small in this neck of the woods. Dan's a partner with George Holbrook in Fry-Holbrook & Associates, Atlanta, which with the help of associates Hugh Cochrane and Emmett Wright covers the Southeast from Virginia to Florida with some lap over into the Mid-South.

NOTHING LIKE THIS-EVER!



THIS MAGNIFICENT FULL COLOR ILLUSTRATION WILL APPEAR IN FULL PAGE SIZE IN ALL OF THESE MAGAZINES TO HELP YOU SELL "W-40" DURING THE COMING SEASON!

.... to make "W-40" the
most wanted fishing line in the world!



THE "W-40" FISHING LINE DEPARTMENT WILL BE FEATURED IN ALL OF THESE ADS!

NOTHING LIKE THIS-EVER!

21,564,000 READERS! EVERY MONTH!

Twenty-one million readers will be stopped cold by this unparalleled "W-40" advertising program, designed to give them the facts about World Record "W-40" spinning, bait casting, squidding, and fly lines . . . every month, February thru July!

TO HELP YOU SELL "W-40" FISHING LINES!

The "W-40" Fishing Line Department will be featured in every single ad! The world's most distinctive fishing line merchandiser will be famous. Your customers will be looking for "W-40" in your store. Will you be ready for them?

NOW IS THE TIME TO CONTACT YOUR JOBBER!

Ask him about those extra "W-40" profits and free "W-40" Fishing Line Departments. He has the whole story for you . . . or write us today on your letterhead for our free illustrated color brochure that tells all!

YOUR CUSTOMERS WILL WANT!

Ed Zern's laugh riot: "How to Catch a Mermaid" . . . featured in our advertising. Twelve pages of zany Zern wit laced with gorgeous full-color mermaids. You've never seen anything like this book! An ample supply is packed free with each "W-40" Fishing Line Department; additional quantities are available at nominal cost. A sample copy sent free to letterhead requests.



YOU WILL WANT!

A beautiful 16" x 20" full-color reproduction of the exact illustration on opposite page (title: "Love That Line!"), without advertising, suitable for framing . . . sent free to dealers and jobbers writing on letterhead. Be sure to specify the title you want . . . we have several!



© 1959

Western FISHING LINE

COMPANY, GLENDALE 4, CALIFORNIA

"fishing line is our middle name"



....love that line!

Catching mermaids may be only a dream, but
"W-40" is THE line for catching world
record fish. We don't guarantee a mermaid
every time, or even once, but we do guarantee
superlative fishing line performance.



Fred Fisher

© 1959 WESTERN FISHING LINE COMPANY

\$10,000.00

GIANT "W-40" JACKPOT

ANY DEALER WHO
OBTAINS A FREE "W-40"
FISHING LINE
DEPARTMENT CAN WIN
\$1000.00 IN FREE
"W-40" FISHING LINES!
(See details below)



NO RULES!
NO GIMICKS!
NO COUPONS!



YOU CAN WIN!

ONE DEALER IN EACH OF THE ABOVE TEN AREAS
WILL WIN A JACKPOT OF \$1,000.00 IN FREE
"W-40" FISHING LINES. (WINNER'S CHOICE
VALUED AT LIST PRICE.)

ALL DEALERS WHO OBTAIN A FREE "W-40"
FISHING LINE DEPARTMENT ARE AUTOMATICALLY
ENTERED IN THIS CONTEST. THE "W-40" PRIZES
WILL BE DELIVERED BY THE JOBBERS WHO MADE
THE LUCKY SALES.

THE RUEBEN H. DONNELLEY CORP. WILL CHOOSE
THE LUCKY "W-40" FISHING LINE DEPARTMENTS
AND WILL NOTIFY THE WINNERS. THEIR DECISION
WILL BE FINAL.

THIS OFFER IS GOOD UNTIL JUNE 30, 1959. NO
ENTRIES WILL BE CONSIDERED AFTER THIS DATE.
THIS OFFER SUBJECT TO FEDERAL, STATE AND
LOCAL REGULATIONS.

WESTERN FISHING LINE COMPANY
GLENDALE 4, CALIFORNIA



Southwest Ramblin's



By RUSS BAITY

Divisional Manager
Dallas, Tex.
J. Wiss & Sons Co.

FOUND LOTS of activity in the Dallas-Ft. Worth area the first weeks of 1959 . . . Most wholesalers were busy finishing up inventory. . . It looked like a convention at Higginbotham - Pearlstone as they had completed their inventory in December. . . Jim Dilts of Southern Supply was busy rearranging floor space on blueprint. . . Most of their general hardware will now be on one floor and they will be giving better service to their dealers. . . Congratulations to Buddy Buck. He is now purchasing agent for The Southern Supply Co. . .

Noticed many changes at Huey & Philp also. . . Most of their sample room is now a conference room and snack bar. . . An area in front of the sales department has been left for the sample room. . . Paul Speaker has resigned as sales manager, Wholesale Hardware Division, and is now associated with Reid & Taylor. . . William H. Philp, Jr., is acting sales manager. . . Ray Slack, vice-president, has decided to retire after his recent illness. . . We will miss you, Ray, but think you deserve it after 42 years in the hardware industry. . . Understand he is making a normal and good recovery and will continue as a member of the board of directors. . . H. J. "Wimpy" Burns is now in charge of the general hardware department. . . W. W. Philleaux is in charge of the entire builders hardware department, both jobbing and contract. . .

Eli Magee of Schoellkopf has shown great recovery . . . he was back to work within two weeks after undergoing surgery in December. . . Jim O'Neil's father, Mike, passed away January 4, 1959. . . Mike O'Neil was one of the

grand old men of the hardware industry in the Southwest. . . He had spent a total of 55 years with Richards & Conover Hardware in Kansas City, Mo., and Oklahoma City, Okla. . .

Attendance records reveal that dealers from all sections of the state were present for the Texas Hardware & Implement Trade Show. . . Many wholesalers were active at the show even though the dates conflicted with the Chicago housewares show. . . Joe Woods of Corpus Christi Hardware was sporting a big smile. . . He is now a Grandpappy and was able to see the youngster for the first time. . . Carl Johnson of Walter Tips Co. was busy introducing his daughter and new son-in-law. . . Think Dallas will be seeing more of them now. . .

Gene Smith and his crew at Oklahoma Hardware were rushing around most of the month due to dealer shows. . . Understand mother nature was against them in Tulsa. . . A good attendance was reported in Oklahoma City. . . Think most exhibitors were well pleased with the business they wrote up. . . We received excellent cooperation from Gene and his salesmen. . .

Just received word that F. W. Heitmann Co. & Bering-Cortes Hardware Co. have announced their consolidation effective January 2, 1959. . . The name will now be Heitmann, Bering-Cortes Co.

Fred A. Barnette Named Yard-Man Representative

FRED A. BARNETTE, of Charlotte, N. C., recently was named as sales representative for Yard-Man, Inc.,

Jackson, Mich. Barnette will serve as exclusive representative for Yard-Man power mowers in North and South Carolina.

H. B. Sherman Co. Names Simmons Sales Manager

THE APPOINTMENT of Bruce R. Simmons as sales manager for the H. B. Sherman Manufacturing Co.,



Bruce R. Simmons

Battle Creek, Mich., is announced by George L. Turner, vice-president - sales. The appointment was effective December 1, 1958.

A native of Pavo, Georgia, Simmons joined the Sherman company as Indianapolis sales representative in 1945. He was named assistant sales manager in 1949.

Russ Baity to Author "Southwest Ramblin's"

Beginning this month a new author will grace the pages of SOUTHERN HARDWARE. He is Russ Baity and his monthly "Southwest Ramblin's" will provide a running commentary on the "goings on" in those wide open spaces. Russ is no stranger to the hardware business, having been in the industry since 1937—for 14 years as a wholesaler salesman and later as a buyer.

Today, Russ is division manager of the Southwest for J. Wiss & Sons Co. and covers the states of Texas, Oklahoma, Arkansas, and Louisiana.

HARDWARE WEEK

APRIL 23 THRU MAY 2



WALL MOUNTS
SEPARATELY,
OR

ATTACHES TO
CAN OPENER
WALL BRACKET



GIVE YOUR CUSTOMERS
regular 79¢ SWING-A-WAY
MAGNETIC BOTTLE OPENER

FREE

WHEN THEY BUY

SWING-A-WAY MAGNETIC
CAN OPENER

at regular price of \$2.98



FREE COUNTER DISPLAY
FREE WINDOW BANNER
FREE AD MATS

REPLACEMENT OR A REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Order the No. 66 Deal now. Includes 6 No. 307WM, white enamel
Magnetic Can Openers, and 6 No. 107 Magnetic Bottle Openers.
Total retail value \$17.88, less regular discounts.

FIRST IN SALES

SWING-A-WAY

FIRST IN VALUE!

SWING-A-WAY MANUFACTURING CO. • 4100 BECK AVE. • ST. LOUIS 16, MO.

McClung Celebrates 75th Year with Sales Clinic, Merchandise Show

C. M. McCLUNG & Co., Knoxville, Tennessee, one of the South's leading wholesale hardware distributors, celebrated its 75th anniversary January 19-23 with a sales clinic and dealer merchandise show at the Andrew Johnson Hotel in Knoxville.

In the main ballroom on the first floor, the mezzanine floor, and all of the third floor were 56 exhibits of products representing manufacturers throughout the United States. Many representatives of

manufacturers were present.

Dealers came from points in Tennessee, Kentucky, Virginia, North Carolina, Georgia, and Alabama. McClung's own salesmen and other personnel from over the area also gathered for the week. The company was host at meals and other events.

"This was our first attempt at a show and clinic and we feel both were successful," said Marvin O. May, vice-president and sales manager. "We have been preparing for this show since last June and manufacturers cooperated wonderfully. They helped make it a success.

"The sales clinic was held at the beginning of the week—from Monday, January 19 until Wednesday noon, January 21—to acquaint our sales force with new products, selling features and the layout of the dealer show. McClung's salesmen were at the dealer show to explain, with the help of factory personnel, the pertinent selling features and the new lines for 1959.

"Specialists from manufacturers worked with the McClung sales force to give dealers a better knowledge of the merchandise so that dealers could, in turn, do a better selling job with their cus-



Coleman Perry, who represents Perry & Barr Co. in Mid-South area briefs McClung salesmen on product lines.



Mark Heffernan, rep for Reid H. Cox points out sales features in lines represented by this agency.

tomers. People want to know what a product will do for them and this is a way of telling them, through the wholesaler and the dealer who in turn passes the information on to Mr. Consumer.

"A great national advertising program often presells Mr. Consumer before the dealer himself has an opportunity to have the merchandise in stock. Through this dealer show, the dealers had an opportunity to see the new products and to have them available for the consumer.

(Continued on page 26)



In addition to displays in booths, merchandise was exhibited on long tables such as shown at left. Dealers would move along entire row before crossing over to exhibits on the opposite side.



McClung personnel shown here inspecting displays are: Aubrey Roberson, hardware manager, Marvin May, vice-president and sales manager, and A. T. Bradford, building materials manager. May headed the planning of the event.

TOUGH YET FLEXIBLE...FOR

REPUBLIC "HINGE JOINT" *Southern Fence*

Easy-to-bend, ductile steel wire plus the hinge joint feature make Republic Southern Fence simple to erect, especially over hills and valleys. These features save more than temper and muscle. They save valuable time and prolong the useful life of the fence.

Ask your fence customers to wrap or splice a piece of this fence wire . . . let them prove to themselves how easy it is to work. This is because of its ductility, a property of this special steel wire . . . never too stiff or too springy.

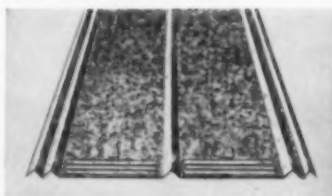
Explain to your customers the extra-long-life corrosion protection that the uniform and heavy zinc coating gives to Republic Southern Fence. Tell them

about the years of extra rust-free service they can expect. Point out the individual warranty tag on every roll of Republic Southern Fence. This tag shows that it meets the requirements of Simplified Practice Recommendation R-9-47, approved by the U. S. Department of Commerce—National Bureau of Standards; also ASTM Specification on fencing and barbed wire, Type I.

Here's a quality fence, made in the South for southern requirements and weather. Available in all standard styles for fencing hogs, cattle, sheep, horses, and poultry. Order your spring stock of Republic Southern Fence today!

Call your Republic Representative . . . or mail coupon at lower right

OTHER REPUBLIC PRODUCTS FOR SOUTHERN FARMS AND HOMES



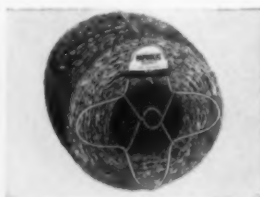
BLUE RIDGE Galvanized Steel Roofing
fits or matches any V-drain type
or standard V roofing.



Precision Wound® Automatic Baler
Wire for high-speed balers.



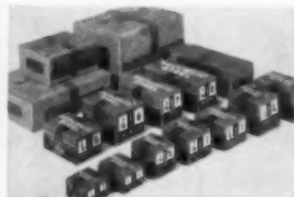
Flexible plastic pipe for
pumps, water lines, live-
stock waterers.



Galvanized barbed wire in
all popular styles.

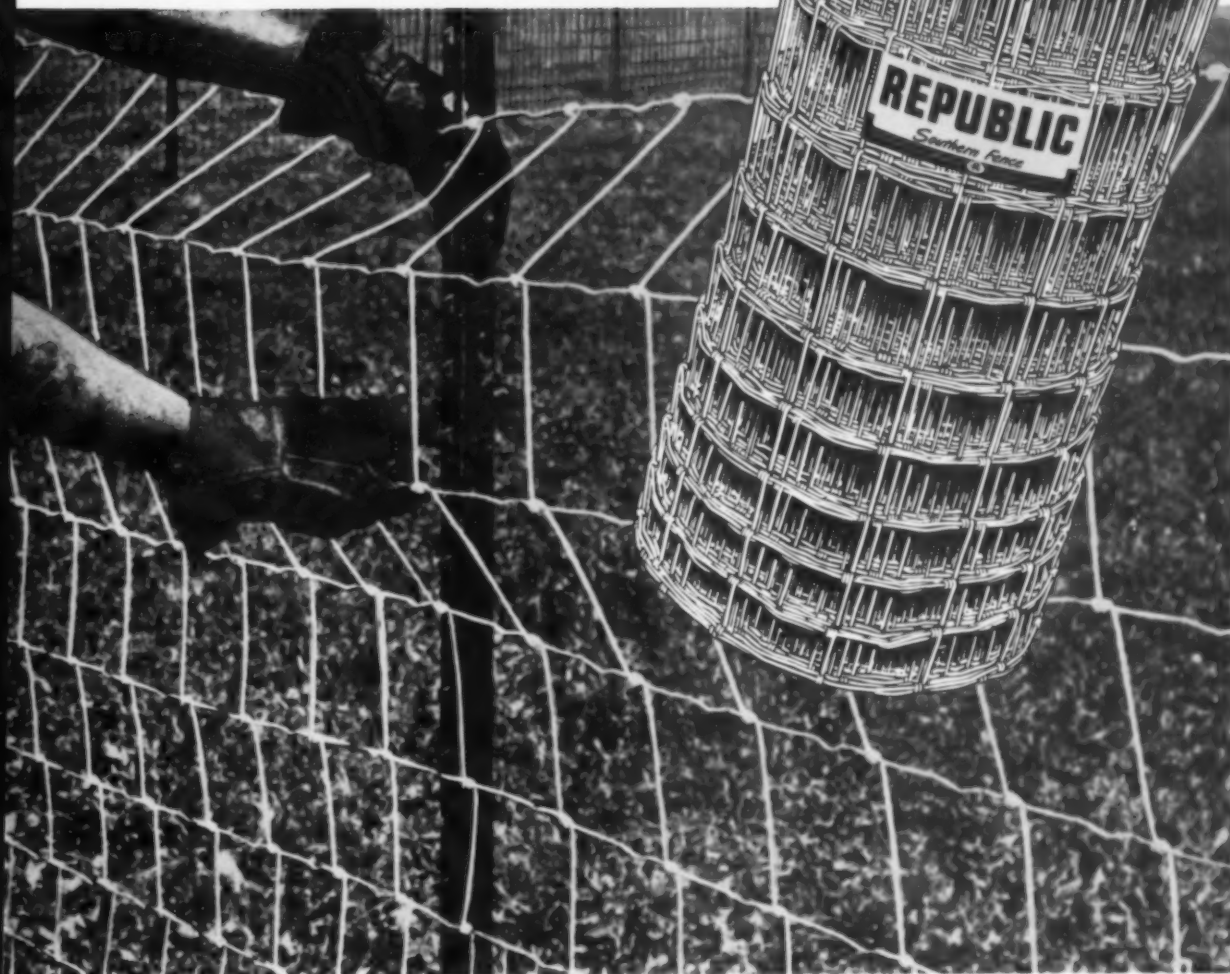


A wide range of wire
nails to fit any require-
ment on the farm.



Bolts and nuts in all sizes and
types, ideal for farm use.

EASY ERECTION



REPUBLIC STEEL



*Manufactured in the South
for Southern Farms*

SOUTHERN PLANT—GADSDEN, ALABAMA • GENERAL OFFICES—CLEVELAND 1, OHIO

REPUBLIC STEEL CORPORATION

DEPT. 5H-7360

1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

Please send me information on:

- | | |
|--|---|
| <input type="checkbox"/> Woven Wire Fence | <input type="checkbox"/> BLUE RIDGE Roofing |
| <input type="checkbox"/> Automatic Baler Wire | <input type="checkbox"/> Plastic Pipe |
| <input type="checkbox"/> 13 1/2 Gage High Strength Barbed Wire | <input type="checkbox"/> Nails |
| | <input type="checkbox"/> Bolts and Nuts |

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

"A sales clinic and dealer show, such as this builds a better relationship between the merchandising wholesalers and dealers. We all have one mutual problem—that is to sell the consumer who is willing to pay if he knows the product fulfills his requirements."

R. W. Riggins, chairman of the board, and Hugh M. Davis, president, were on hand during the show to greet visiting dealers. All McClung executives were also at the show to lend assistance whenever needed. After the dealers registered and each was furnished a badge, they were conducted through the various displays which had been numbered in sequence and the way indicated with arrows.

Factory representatives expressed satisfaction in the show and were well pleased with the results.

As Mark F. Heffernan, Jr., of Reid H. Cox & Co., manufacturers agents, Atlanta, remarked, "It was very successful. Everything was well-planned and organized."

Coleman Perry of Perry and Barr Co., Nashville, said much the same thing. He thought it was a good plan to have the sales clinic in advance of the show and to have salesmen make the rounds of the exhibits, with a stop at each exhibit for a demonstration and talk, before the dealers began visits.

Guy Bowles of George McDuffie Co., Atlanta, was equally impressed with arrangements.

R. K. Miller, marketing manager, and T. R. Walton of Stanley-Judd, Division of the Stanley Works, said their exhibit introduced new Stanley drapery hardware to the Southeast.

E. A. Eppinger Named President of Firm

EDWARD A. EPPINGER has been named president of Lou J. Eppinger Manufacturing Co., Detroit, a position held by Lou J. Eppinger, until his death last March. Directors of the firm, who manufacture Dardevle fishing lures, also announced the appointment of Edith O. Wamsley as vice-president.

The new president, nephew of the company's founder, has served as vice-president since 1935. In 1952 he assumed the responsibilities



Edward A. Eppinger

ties of general manager, in charge of sales and manufacturing.

Edith Wamsley joined the company in 1946 as head of its accounting department. She was named corporation secretary in 1952.

Rubbermaid Appoints Rep for Georgia-Alabama Area

JOSEPH Calhoun Farrow, Atlanta, Ga., recently was appointed territorial sales representative in

the housewares sales division of Rubbermaid, Inc., Robert W. Marchand, director of sales, has announced.

Farrow's territory will include Atlanta and other major cities of northern Georgia, as well as Alabama. He will represent the complete line of housewares products produced by the company.

A graduate of the University of Alabama, Farrow formerly was associated with General Electric Supply Co. in Atlanta.

Wimberly & Thomas Firm to Represent Ben-Hur Line

WIMBERLY & THOMAS Hardware Co., Inc., of Birmingham, Ala., has been named a distributor for the full line of Ben-Hur chest and upright freezers and combination freezer-refrigerators, according to Emil Stanton, Ben-Hur's sales manager.

The firm will cover Alabama and the Peninsula counties of Florida for Ben-Hur. Fred Myers, director of sales, and William Hamilton, appliance sales manager, of Wimberly & Thomas will lead Ben-Hur's efforts in that market.

Business Press Honors Congressional Leaders



National Business Publications annually presents a "Silver Quill Award" to an outstanding leader in business or government, who has rendered distinguished service to business and to the nation. This year's was a joint award presented to Speaker Sam Rayburn and former Speaker Joe Martin, Jr., in ceremonies at Washington, D. C., January 23. NBP's Chairman of the Board, Richard P. Smith, president of W. R. C. Smith Publishing Co., publishers of SOUTHERN HARDWARE, presided at the meeting and the presentation speech was made by Senate majority leader Lyndon B. Johnson. Approximately 1,500 business leaders and top government officials were present.

HOW TO MAKE SALES JUMP!



SELL DETECTO

**SCALES • HAMPERS • VANITIES
BASKETS • BRUSH HOLDERS • TISSUE HOLDERS**

THE SMASH SUCCESS LINE OF '59!

It's the greatest line in Detecto history. Offers the most variety, news, and proven items — plus the famous Detecto name to sell 'em for you! Detecto enjoys tremendous acceptance among customers everywhere—the result of 59 years of leadership. Order, feature, sell Detecto, your resource for the fastest-sellers in scales and hampers. Here are some examples:

DETECTO 99, watchmaker accuracy, easiest-to-read bath scale ever made, weighs perfectly even on rugs, uneven floors

DETECTO 790H, fast-moving handle scale with a sensational volume-building record

DETECTO 3-in-1 combination storage hamper—even at \$19.95* retail, sales are up 40%

DETECTO HAMPER ENSEMBLES, proven builders of multiple sales—stunning displays in radiant vinyls

*slightly higher west of Mississippi

**there's
only one**

DETECTO

Detecto Scales, Inc., 540 Park Ave., Brooklyn 5, N.Y. • Since 1900

For complete information, write Detecto Scales, Inc., or contact representatives—Baltimore, Md.: A. Littlejohn • Birmingham, Ala.: R. Custred • Boston, Mass.: J. McElroy
Chicago, Ill.: W. Jacobson • Dallas, Texas: D. U. Parker • Denver, Colorado: J. Ramsey • Kansas City, Mo.: R. P. Ingram • Los Angeles, Calif.: J. J. Firestone • Memphis, Tenn.:
T. J. Carroll • New York: J. Goldner, F. Daub • San Francisco, Calif.: Wagener & Swanson • Seattle, Wash.: P. N. Smith • Toronto, Canada: Diwalt Sales

HERE COME MORE

FOR THE FIRST TIME...files made with



This dramatic new concept in file merchandising is ready for you now. Your regular Black Diamond File Wholesaler has the most popular file types with a brand-new plastic handle. File and handle are sealed on bright cards in a gleaming plastic skin.

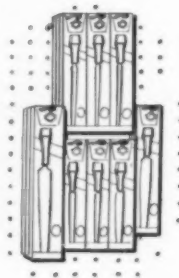
This combination of product and package improvement will increase your file volume—make Black Diamond files more profitable than ever. They'll boost impulse sales.

What's more—we give you a display rack at no extra cost when you order the basic assortment (see listing). This attracts additional attention—and boosts self-service purchasing.

Increase your file sales. Order this basic assortment today. See what big file sales really mean. Your regular Black Diamond File Wholesaler is the man to call.

FREE DISPLAY

Handsome unit measures 13" x 26". Sturdy construction. Holds full 48-file assortment of carded, skin-packaged files. Display stands on counter or hangs on wall or pegboard.



CALL YOUR REGULAR BLACK DIAMOND FILE WHOLESALER TODAY FOR AN INTRODUCTORY SUPPLY OF THIS DRAMATIC NEW IMPULSE SALES BUILDER

IMPULSE SALES

plastic handles in skin packages ►



Retailer's Cost . . . \$24.20

Retailer's
Selling Price . . . \$36.30

RETAILER'S PROFIT \$12.10

This is the BDH-48 Black Diamond File Assortment

		Dealer Cost, Per Doz.	Suggested Retail, Each
6—10" Mill Bastard	BHM-10	\$8.40	\$1.05
6— 8" Mill Bastard	BHM-8	6.80	.85
6— 6" Mill Bastard	BHM-6	5.60	.70
6— 6" Round Bastard	BHR-6	6.00	.75
6— 6" Slim Taper	BHS-6	5.20	.65
6— 6" X Slim Taper	BHXS-6	5.20	.65
6— 6" XX Slim Taper	BHXXS-6	5.20	.65
6— 7" XX Slim Taper	BHXXS-7	6.00	.75



BLACK DIAMOND



NICHOLSON FILE COMPANY, PROVIDENCE, RHODE ISLAND

Liberty Distributors Name Vereen Managing Director

ROBERT C. VEREEN, managing editor of Hardware Retailer magazine, has been selected as the new managing director of Liberty Distributors, Philadelphia. He was to assume his new duties March 1.

Liberty Distributors is a voluntary association of 23 hardware-housewares wholesalers who service virtually every state in the nation. Their combined wholesale sales volume exceeds \$250 million.

Since the death last fall of William George Steltz, Sr., late president of Supplee-Biddle-Steltz Co., Philadelphia, who was the longtime leader of Liberty Distributors, the group has been function-



Robert C. Vereen

ing without a managing director. After Steltz' death, an executive committee was appointed to direct the group's activities, with its first job being selection of a new managing director. The executive committee will continue to function as a permanent governing body.

In selecting Vereen, Liberty Distributors made it clear that greater emphasis is going to be placed on merchandising and promotional programs so that retail customers of Liberty wholesalers will be better equipped to meet the challenge of other types of outlets.

"Vereen's background of eight years of close association with the retail dealer fits him admirably for his new task," said Clifford Palmquist, chairman of the executive committee and executive vice-president of Farwell, Ozmun, Kirk & Co., of St. Paul, Minn.

Georgia-Florida Convention Set for March 15-17

A change in convention dates from March 22-24 to March 15-17 has been announced by W. W. Howell, secretary of the Georgia and Florida retail hardware associations. Convention headquarters will be the George Washington Hotel in Jacksonville rather than the Robert Meyer Hotel as announced earlier.

Indian Head Agrees to Buy Linen Thread Co., Inc.

AN AGREEMENT to purchase The Linen Thread Co., Inc., by Indian Head Mills, Inc., was announced in New York recently by James E. Robison, president of Indian Head, and in London by W. E. Luke, managing director of The Linen Thread Co. Ltd., Glasgow, Scotland.

The company will be operated as a wholly-owned subsidiary of Indian Head, and H. E. Kegelman will continue as president.

Southern Hardware Wholesalers Score Sales Gain in January

THOUGH sales by Southern hardware wholesalers averaged a moderate drop from December to January, sales in the year's first month were well ahead of the 1958 period.

The sales decline from December to January was sharpest among wholesalers in the Southeast, the average drop being 12.4%. Mid-South wholesalers reported an average 2.2% loss, while the average decline among Southwestern wholesalers was 5.5%. For the entire South, sales in January averaged 4.1% below the December sales level.

January sales in all of the South's geographical regions however were ahead of January, 1958.

The sales gain was greatest among Mid-South wholesalers where the average increase was 15.8%. Southwestern wholesalers reported an average gain of 15%, with the average increase among Southeastern wholesalers being 4.5%. For the entire South the sales gain in January over the previous year averaged 10%.

In January inventories were up in all but one geographical region. In the Mid-South and Southwest, inventory expansions averaged 7.3% and .7% respectively. Among Southeastern wholesalers there was an average inventory decline of 5.4%. For the entire South however inventories edged up .9% over January 1958.

WHOLESALE HARDWARE SALES AND INVENTORIES

GEOGRAPHICAL DIVISION	SALES		INVENTORIES
	Percent Change		Percent Change
	Jan. 1959 from Dec. 1958	Jan. 1959 from Jan. 1958	Jan. 1959 from Jan. 1958
SOUTHEAST	-12.4	+ 4.5	-5.4
MID-SOUTH	- 2.2	+15.8	+7.3
SOUTHWEST	- 5.5	+15.	+ .7
ENTIRE SOUTH	- 4.1	+10.	+ .9

Geographical divisions: Southeast (W. Va., Va., S. C., N. C., Ga., Fla.) Mid-South (Ala., Tenn., Ky., Miss.) Southwest (La., Ark., Okla., Tex.)

John T. Everett Opens New Dallas Warehouse

OPENING OF a Dallas warehouse facility by John T. Everett & Co., manufacturers' representatives, with headquarters in Memphis, Tenn., was announced by W. N. Wilkerson, company president. The new office and warehouse are located at 2727 Taylor St.

The Dallas warehouse will supplement the firm's facilities in Houston. It is of a steel and masonry construction located on the Southern Pacific tracks, with facilities for inside loading and unloading of trucks. The warehouses will be linked with the other John T. Everett & Co. warehouses by teletype.

W. B. Ragland, regional sales manager, will be in charge of the new office and warehouse. Several of the company's line will be warehoused in Dallas for the better servicing of its wholesaler customers.

Hall & Co. Acquired by White Bag Co.

AT A RECENT meeting of the stockholders of Hall & Co., Inc., Spartanburg, S. C., it was announced that White Bag Co. had acquired controlling interest in Hall & Co., Inc. White Bag Co. was represented in negotiations by John B. White, president of White Bag Co. and Robert L. White, vice-president of White Bag Co. and president of White Bearings Co. of Charlotte, N. C.

Officers elected were: John B. White, president and treasurer; Margaret W. O'Connell, vice-president; Robert L. White, executive vice-president and general manager; and Floyd A. Alley, secretary and assistant treasurer.

Elected to the board of directors: John B. White, chairman; Margaret W. O'Connell; and Robert L. White.

Messrs. White stated that Hall & Co., Inc., would continue to operate as a wholesale distributing firm. Reorganization plans will be announced upon completion of a survey and study of market conditions now being made.

Hall & Co., Inc., was organized in 1945 and has been a leading wholesale hardware and mill supply firm in this area for the past 14 years. The company handles many well-known lines of hardware, plumbing supplies, indus-



trial supplies, paints and other related products.

Carter Hough Firm to Represent Rugg

RUGG MANUFACTURING Co., Greenfield, Mass., has appointed Carter Hough, Jr., and Associates of Jacksonville, Fla., to represent its line of wood rakes and metal lawn rakes in Florida, Alabama, Georgia, and Tennessee. Hough, besides himself and John D. Smith in the Jacksonville office, has W. S. Dubel working out of Miami, and John L. Rhyne, Jr., out of Atlanta.

Style-Crafters Appoints Maxwell in Southwest

STYLE-CRAFTERS, INC., Greenville, S. C., announces the appointment of Charles R. Maxwell of

Kerrville, Texas as new direct factory sales representative for the states of Texas, Oklahoma, Arkansas, and Louisiana.

Maxwell was manager and co-owner of O. P. Couch Gun & Tackle Shop of Kerrville for 11 years and formerly president and sales manager of C-M Enterprises, Inc. For the last several years he has been a sales representative of marine accessories and fishing tackle in the Southwest.

Old English Foam Float Co. Acquired by Ideal

THE IDEAL Fishing Float Co., Inc., Richmond, Va., has acquired 100 percent stock ownership of Old English Foam Float Co., formerly owned jointly by Ideal and Mr. D. W. English. Old English will continue to operate under the same name as a subsidiary of Ideal.

CONVENTION DATES

Florida-Georgia, convention and exhibit, Mar. 15-17, George Washington Hotel, Jacksonville, Fla. Executive Manager, W. W. Howell, P. O. Drawer 1000, Waycross, Ga.

Southern Wholesale Hardware Association and American Hardware Manufacturers Association—Joint convention, Palm Beach, Fla., April 12-16. Headquarters, Biltmore Hotel. Ralph E. Kirby, 806 Peachtree St., N. E., Atlanta, Ga., Managing Director, SWHA. A. L. Faubel, 342 Madison Ave., New York, 17, N. Y., Secretary, AHMA.



Charles R. Maxwell

ARCTIC BOY

portable water coolers



COLD WATER

is a HOT item!

If it's not cold, it's not drinking water!
That's your big selling point in ARCTIC BOY
portable water coolers . . . they keep water
refreshingly cold and sparkling clear.

Here's why:

- Inset of **HOT DIPPED** galvanized or stainless steel
- Sparkleen plastic liner is non-toxic, prevents corrosion
- Large opening—easy to ice and clean
- Extra large insulation space
- Popular 2, 3, 5, 10 and 15 gallon sizes

Send for free booklet "Care and Use
of Your Cooler." Write Dept. H-33

SCHLUETER MFG. CO.
ST. LOUIS 7, MO.



Each month thousands of men engaged in the hardware industry throughout the South and Southwest meet through the pages of **SOUTHERN HARDWARE** for discussion and solution of mutual problems and presentation of new ideas and suggestions.

For over thirty-six years **SOUTHERN HARDWARE** has been a dependable guide to the wholesale and retail hardware trade. Up-to-date information on all phases of the hardware business is found every month in its pages.

The magazine has been built on a program of service to readers that covers:

WINDOW DISPLAY
COUNTER DISPLAY
STORE MODERNIZATION
CUSTOMER RELATIONS
SALES PROMOTION
ADVERTISING
INVENTORY CONTROL
EMPLOYEE RELATIONS
SERVICE DEPARTMENTS
CREDIT CONTROL
ACCOUNTING PROCEDURES
ASSOCIATION ACTIVITIES

And very important, there is always local news about friendly people and their activities in the Southern and Southwestern hardware trade—a feature that no other magazine has developed so fully.

Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

Why don't you join this monthly get-together? The modest subscription price of only \$2.00 for **THREE** full years of informative, value-packed reading is an outstanding investment in your future.

If you aren't a subscriber, become one—or, if your subscription is about to lapse, renew it! The small expense will be returned to you many times in the thousands of pages of valuable information that will be yours for the next three years.

SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 8, Georgia

**...WITH NATIONAL'S
NEW DECIMAL PACKAGING
AND UNIT PRICING SYSTEM**

WRITE FOR FREE CATALOG TODAY

17903 First Ave., Sterling, Illinois





NOW IN BRIGHT, NEW LEAK-PROOF PACKAGES

Your customers will welcome these new leak-proof packages, which end forever the pesky problem of nails or brads slipping through the bottom flap. And you'll find the bright, new two-tone blue color scheme a real eye-catcher—plus a quick way to distinguish brads from nails.

Display a few colorful cartons of DIXISTEEL Wire Nails and Brads on your counter, where customers can see them, and watch how sales climb on these profitable products.

Order DIXISTEEL Wire Nails and Brads from your wholesaler—in the bright, new leak-proof packages.



LEAK-PROOF BOTTOM

The bottom of this new style package is double-flapped to prevent leakage of nails or brads.

Manufactured only by

Atlantic Steel Company

P. O. Box 1714 • Atlanta 1, Georgia • TRinity 5-3441



By Margot Mejia

David's Hardware advertising schedule is large—six or seven ads a week in one of the three local papers. Owner David Denenburg prepares his own copy.

Southern HARDWARE

MARCH, 1959



Here are some ideas on

Advertising That Works



Prominent spots in all six of David's stores are selected to display the current newspaper advertising. Lady above finds item which interests her.

AT SOME TIME very early in his operation, a hardware dealer will open his store, get a good buy on a particular piece of merchandise or gather together an attractively-priced group of seasonal items. To sell, he knows he's got to advertise. But where does he go from here? If he's got plenty of operating capital, probably he'll turn his advertising over to an agency. Even so, he may lose because the agency may not hit on the schemes which will appeal to his customers. Or if he's the adventurous type, he'll take a stab at do-it-yourself and perhaps spend both years and dollars hoping to stumble onto a successful advertising program.

Whether a dealer is just starting into business, paying a sizeable monthly advertising agency bill or in the throes of planning his own publicity—in addition, of course, to his thousand other duties

—the experiences of another dealer who has learned the ins and outs of publicity are worth reviewing.

About 11 years ago when David Denenburg opened his first store—now expanded to a six-store chain in Houston, Texas—he resisted the expensive lure of advertising agencies, deciding that he understood his own business better than an outsider. Even though he had no publicity background, he gambled that he could learn the necessary principles and techniques.

His first newspaper ads were a series of stabs in the dark; some of them pulled and others weren't worth the effort and price. Meantime, however, he was learning layout and copywriting. At the end of three years, a pattern began to form, one which he has followed faithfully and profitably since that time.

"The so-called ivory tower or dedicated advertising men would



A power tool demonstration staged for do-it-yourselfers at a Houston hobby show was another promotion sponsored by David's which attracted much attention.

probably refer to my advertising as 'borax' or mail-order catalog stuff," he explained. "But years of running this type of ads has taught me that my customers respond to them. Several things," Denenburg went on, "are essential in planning. Hardware customers seldom bother with plain lines of type listing various items. They want to see pictures, even small ones. Your newspaper will have drawings

made of merchandise if the manufacturer doesn't supply reproducible pictures or mats of his products. The price listing, of course, is always important. But I've also found that it's wise to include monthly payments if it's a big-ticket item.

"While I'm talking about price," he warns, "make the figures honest. Using these wild 'former' or comparative prices makes enemies.

If tax, trade-in, or installation is included or if it costs extra, say so! Above all, and if you want to stay in business, don't advertise something you don't have in ample supply or try a 'switch' act when the customer comes in."

David's Hardware advertising schedule is large—six or seven ads a week in one of the three local papers. Depending on the merchandise to be featured, they will run from a quarter-page to a full page. Aside from an occasional experiment, the consistency of the advertising style identifies it even before the reader looks for the store name. His usual ad will contain from one to three large appliances and from five to 10 hardware items, each placed within a ruled box and described with a small picture or drawing. The firm's trademark of a biblical David, slingshot over shoulder, and a listing of the store locations complete the ad. Believing that repetition is effective, nearly all ads carry his slogan, "Consistent Quality—Good Service." Recently he has been experimenting with reverse-type ads; white pictures and copy against a black background. Although slightly more expensive, they are attracting citywide attention.

A large stock of major appliances makes for a considerable load of charge account customers.

(Continued on page 70)



Passersby can't miss "hot" specials printed on blackboard out in front of store and listed boldly on window signs.



The "Model" Trade

By Ross L. Holman



As her mother listens to Earl McWhorter's advice on which boat and which motor would be best as a gift to her son, the young lady also finds models interesting.

ONE DAY EARL McWhorter, manager of the Burrus Hardware toy department, was reading the daily paper. A news item grabbed his attention. The Super-G Constellation plane had just chalked up a record 650 miles per hour. He immediately placed an order with a Memphis distributor for a supply of kit models of this plane and stocked them in his toy department. He then picked out one boy and made him a present of one scale model of the Super-G fully assembled.

The boy carried it to school and showed it around. Within a few days schoolmates of the boy came to Burrus toy department and bought four dozen kits of the Super-G.

Year-'Round Demand

McWhorter has been manager of the toy department of Nashville's Burrus Hardware Co. for a year and a half. The above incident is just one of numerous examples of how he has built up a tremendous volume in one line of toys that, as far as demand is concerned, knows no season. Model planes, ships, cars and other vehicles are sought the year 'round by youngsters and even some of the papas. McWhorter is catering to this craze by keeping on hand the kit models that keep it going. It exists more or less in all parts of the country.

But the toy manager must be on the alert to know when, what, and how many when the demand breaks. As already indicated, one good source of tips is the newspaper. Hundreds of young model fans are eager to get a scale model of any plane, ship, or auto that figures in the news. For example, when the auto races take place at Indianapolis each year, McWhorter orders the scale model of the winning car. There are three or four manufacturers who produce the models of the vehicles immediately after they hit the news columns. He orders all his needs through one Memphis distributor.

As soon as he learns from the news columns the winning car he gives one fully assembled model to a boy at a certain school, or maybe a key youngster at more than one school. Within a day or so the boys come trooping in to buy others. McWhorter sells about six dozen of these winning car kits of the national auto races each year.

Handing out a gift model to some particular boy at some specific school has been the most effective promotion McWhorter has ever used. He has built up a big repeat trade by this method not only among the boys, but many of the dads.

One kit that has been a good seller is a model of President Eisenhower's private plane which is

much in the news. All the kits are made of plastic. Each one comes in a special box knocked down. They retail all the way from 98 cents each to \$9 or so, depending on kind. A printed illustrated guide sheet inside tells the youngster how to put the model together.

Accessories Bought Too

However, the young fan doesn't usually stop buying with the purchase of the actual kit itself. The scale model, to look its best after being set up, must be painted many different colors like the big original. There are usually six or more colors each of which McWhorter sells in a separate bottle for a dime. Each color must have a separate dime brush. A bottle of glue may be needed. In short, the accessories and decorating supplies may cost more than some of the cheaper kits to which they are applied.

When McWhorter read about a rocket plane that was tested near Phoenix, Arizona, he placed an order. He sold six dozen kits of this rocket while the news was hot.

When a collision of two ships at sea made the news not long ago, he filled a hungry demand for the small replicas of both ships. When the C-47 crashed a few years ago, killing 37 National Guard men, he sold out the C-47 kits so rapidly he could never catch up with demand.

(Continued on page 72)

A New Look at the Tax Laws



Continuing study over the years has given Mr. Pearce detailed knowledge of the tax laws. In this article he carefully explains the 1958 amendment which can be highly beneficial to many operators of small businesses.

By Edwin Pearce

of the Atlanta law firm of
Poole, Pearce & Hall

IF YOU ARE operating a corporation having 10 or less stockholders, the chances are excellent that you can effect a real tax saving as a result of a 1958 amendment to the tax laws.

If you are operating as an individual owner, or as a partnership, the chances are good that you will want to incorporate.

These thoughts result from the 1958 amendment to the tax laws which now makes it possible for certain corporations to elect to be treated as individual owners or partnerships for purposes of income tax. In the thinking of a great many people, this tax help has been long overdue and it is likely to effect substantial savings to many corporations.

To get the entire picture in front of us, it may be well to recall that over the years there has been a running battle between incorporat-

ing, on the one hand, and operating as an individual owner or as a partnership, on the other hand, as to which is the best way to operate a business.

Despite the unfavorable tax treatment which results in many cases, the corporation has enjoyed the greater popularity for several intensely practical reasons.

Personal Immunity

The most compelling reason, perhaps, is the immunity from personal liability which might result to the owner in event of financial disaster to the business itself. Most owners do not relish the thought that if unforeseen reversals take place in the business itself, the obligations and liabilities can threaten his home and his personal savings.

It is generally thought that the decision to incorporate is motivat-

For years there has been a running battle over the best way to operate a business — as a partnership or as an individual owner. The 1958 amendment to the tax laws gives some beneficial alternatives . . .

- **Tax savings are possible for corporations having 10 stockholders or less.**
- **Some corporations may elect to be taxed as an individual ownership or a partnership.**
- **Many businesses operating as an individual ownership will benefit by incorporating.**

ed in most cases by this fact. Other businessmen have tried to reach the same result by placing their home and accumulated nest egg in the wife's name, and in some cases have succeeded in losing both the wife and the nest egg.

Another feature of the corporation that has always appealed to businessmen is the promise of indefinite existence. Many people visualize a company that they have established as continuing on beyond their death, operated in whole or in part by sons or other members of the family. This is possible, although difficult, to achieve with a partnership which the law automatically dissolves on the death of a partner.

Even while in life, trouble can arise if a partner becomes dissatisfied since it is legally possible, in most instances, for a dissatisfied partner to terminate the partnership and require a dissolution of the business. A minority stockholder, on the other hand, can only register his dissatisfaction by way of protest at stockholders meetings and usually not otherwise unless he can find dishonesty or obvious mismanagement.

Most businessmen know, by now, that it costs little, if anything, more to establish a corporation than it does to properly establish a partnership, and it is also generally understood that no more complicated books and records are required for a corporation than for a well managed partnership.

The corporation, however, can and does, in many cases, cost a lot more money in federal income taxes. The corporation tax on profits realized at the end of the taxable year is presently 30% on the first \$25,000.00 of profit, and 52% on all over \$25,000.00. A law has

been passed proposing to change this rate favorably to the corporate taxpayer, effective as to taxable years beginning after June 30, 1959, so that thereafter the corporate tax would be 25% on the first \$25,000.00 and 47% on the excess. Despite the fact that this change has been enacted, if we may judge by past events there is a good chance that the change will be withdrawn or suspended before it becomes effective and the contemplated tax reduction not actually realized.

Half the Story

This tax rate, however, tells only half the story, because even after these taxes are paid, whatever remains is still in the corporate treasury, and while it indirectly belongs to the stockholders and looks good on financial statements, this money can't buy groceries, or golf clubs, or houses, or any of the thousand other things that a man might like to do with money he has earned. In other words, it costs additional taxes to get into his hands for spending purposes what is left of the business profits. The amount of this second bite, of course, depends on his personal income tax rate, since the corporation will have to give him the money in the form of dividends, and such dividends are taxable to the recipient as personal income, based on whatever tax bracket he is in, with the sad thought that the receipt by him of much dividends might also elevate him into a higher tax bracket. A small dividends credit provision, presently in the tax laws, alleviates this situation only to a very small degree.

Of course, amounts paid him by the corporation as salary, or, to use

the tax man's expression, "compensation for services rendered," are not taxable to the corporation as profit since such reasonable compensation is part of the cost of doing business, and to this extent the owner does not pay the double tax, but only the personal tax on the compensation received.

This has caused many a businessman to attempt to avoid the double tax bite by increasing his compensation as profits increase. This works all right up to a point, since increased profits usually go hand in hand with increased business, and increased work and responsibilities, and, to an extent, will justify reasonable salary increases. However, when this passes the point of reasonable "compensation for services rendered," the tax agent will come down on him with all four federal feet and require corporate taxes to be paid on the excess, plus appropriate penalties and accumulated interest. At this point, the businessman begins to wonder if he was smart in having a corporation in the first place.

Similar hassles are likely to arise if he tries to take extra tax-free money out of the corporation in the form of bonuses, traveling expenses, club expenses, etc.

Tax Bites

To sum it up, except in instances where corporation earnings, exclusive of officers' salaries, do not exceed, or greatly exceed, the amount that it can properly pay as officers' salaries, the businessman who owns all or a part of a corporation finds in most instances that he has to take his additional profits out of the corporation in the form of dividends; and as to these amounts, the money he has earned through the corporation is lessened

by two substantial tax bites, the one that the corporation has paid on the profits and the one he has to pay personally on what's left when it is paid to him in the form of dividends.

As a quick example of how this works, suppose you own, let's say for simplicity's sake, all of the stock in your corporation. Assume that your corporation has earned during the last taxable year a net profit before taxes of \$30,000.00. You have already, of course, been paid your salary or compensation for your services as an officer of the company (say, \$15,000.00) and you have pushed this figure up just as high as you dare. Unless you think it is good business to leave all or some of this profit in the corporate treasury to further strengthen the financial position of the corporation, you might like to take all or a good part of it out and spend or invest it personally. Now here's what happens to you, taxwise. The corporate tax on this \$30,000.00 will be, under present rates, \$10,100.00, which brings the corporation's \$30,000.00 down to \$19,900.00. If you took all of this out in dividends, you might pay something like \$6,750.00 personal income taxes on this additional amount. (This would depend on your personal rate; it might be, of course, more or less than this figure.) You would pay in the neighborhood of \$2,600.00 personal taxes on your \$15,000.00 salary.

Big Difference

The net result of this to you is that your \$15,000.00 salary plus your \$30,000.00 corporate profit before taxes shrinks to \$25,550.00 by the time you can put this money in your personal pocket free of Uncle Sam's claims. If you had been unincorporated, the \$15,000.00 salary plus the \$30,000.00 profits would have belonged to you, less only your personal income taxes which might have run in the neighborhood of \$15,400.00, and would have left you a spendable \$29,600.00.

In this particular instance, at least, your corporation would have cost you over \$4,000.00, which is a pretty high price to pay even for the security and other benefits of incorporation.

There are many variables, such as amount of corporate earnings, number of stockholders, and their personal tax rates, which make these figures differ in every case. The general idea that comes out,

however, is that whenever the corporation begins to make more money than is necessary to pay reasonable compensation to the officers, the owners are paying more taxes than they would if they had remained unincorporated.

Many people have long wondered why it was necessary to have this tax distinction between incorporated and unincorporated business operations, which in many cases was penalizing them in taxes for the privilege of using the form of operation they liked best.

In 1954, the government took a partial step toward closing this gap by making it possible for an individual owner or a partnership to elect to be taxed as though he or it were a corporation. This helped not at all the problem we are discussing now—that is, the problem of the businessman who wants to incorporate and not pay both types of taxes. The 1954

Thus, at this point, operators who are not incorporated because of this tax feature, but who would like to be, may seriously consider the advisability of incorporating and taking advantage of this tax election.

Several Questions

Also, businesses which are already operating as corporations, and who are eligible to make this election, may wish to consider seriously the possibility of tax savings by electing to be taxed as partnerships or individual owner-ships, although there are more problems inherent in this situation.

In considering this change, the businessman will need to ask himself several questions:

1. Am I eligible?
2. Will it benefit me?
3. Can it hurt me?
4. How and when do I do it?

"In most cases, the benefits of the present amendment are real. You will want to analyze the amendment, its benefits and possible difficulties, carefully in connection with your own particular business. You may find that this amendment and this election are just what you have been needing."

amendment benefited other situations, such as the owner who was in an extremely high personal tax bracket and who didn't particularly wants to draw the profits out of the business anyhow since he didn't need the money and would lose most of it in taxes if he received it. This amendment allowed him to continue to operate without incorporating and leave the profits in the business for purposes of expansion, building new stores and plants, and the like, and thus continue to build up his holdings without receiving the money personally and paying what, in some cases, amounted to almost an all-consuming personal tax thereon.

In 1958, the other step was taken whereby the corporation may elect to be taxed as though it were an individual ownership or a partnership and thus permit the owners to take the practical advantages of the corporation and retain substantially the same tax advantages as though they had remained unincorporated.

To be eligible (1) the corporation must be a domestic corporation, which yours probably is, (2) your corporation must have not more than 10 stockholders, (3) your stockholders must all be individuals (or an estate), (4) you must have no nonresident aliens as stockholders, (5) your corporation must not have more than one class of stock, and (6) your corporation must not be eligible to file a consolidated return with any other corporation.

Whether the election will benefit you can best be determined by the person who normally makes up your federal income tax returns—perhaps you, your tax lawyer, your accountant, or your bookkeeper. It may be as simple as working out comparative tax returns for past years on an individual or partnership basis and comparing the results with the taxes you have been paying as a corporation, although you may need a crystal ball to pre-

(Continued on page 76)



To eliminate confusion and clutter,
this dealer's new suburban store is

By William R. Palmer

Designed for Self-Service

MANY SHOPPERS can't see "the trees for the woods." They can't pick an item they want out of a mass of merchandise, even when it's right in front of them. To eliminate confusion, Claude E. Hobbs planned the new Hobbs Hardware Co. located in a Norfolk, Virginia, shopping center as a self-service operation.

"Self-service in hardware is only a means of putting customers at ease," Hobbs states. "They still must be helped 75 percent of the time. Help is with choice of quality or style, descriptive information, instructions in use, or just to fulfill their yen for personal dealing."

"The last can not be overlooked in a shopping center. Housewives, especially, shop as a break in their humdrum routine. Many subconsciously resent impersonal or hurried service!"

Large signs at Hobbs Hardware proclaim self-service. This encourages people to browse. More signs urge them to ask personnel for aid. As a rule, Hobbs' salesmen approach shoppers as they enter, ask "May I help you—or do you wish to look around?" If the customer prefers to look, the clerk says, "Please call on one of us, if you can't find what you want."

To avoid confusing shoppers, few lines are displayed on the floor in quantity. Side walls of the 75 foot wide store are lined with stockrooms. Samples of most merchandise carried in a variety of styles, colors, or sizes are displayed on or near the stockroom walls. Back up stock is just inside. A clerk brings out an item of the right size or color in 15 seconds. This compares with the two to five minutes needed to get it out of the firm's



Recesses between stockrooms, which line the side walls, are used to separate displays. Note above how 45° corners demand more attention.



Window display corner was provided by stopping stockroom six feet short of window. Hobbs chose location opposite playground with plan to feature toys in this spot all year 'round. The unobtrusive office is decorated same as the back wall, and is screened by merchandise on canopy.

large warehouse in back.

These stockrooms are interrupted on both sides of the room by 16 foot recesses. The latter have the effect almost of separate rooms. Back wall of each recess is six feet from the edge of the adjacent stockroom overhangs. The overhangs and display platforms on the floor are two feet deep, the stockrooms are four feet across.

Two forward stockrooms are behind pairs of eight foot panels with

two foot doors between. Beyond the recesses stockrooms are 48 feet long with centered two foot doors. Most panels are full sheets of perforated plywood above solid plywood three feet high.

Strips for adjustable shelving extend one foot over perforated panels. This permits use of either a narrow wooden shelf to match the graduated shelves below, or a glass shelf to match those above. Displays group more effectively if all

shelving is the same within groups.

Panels each side of stockroom doors are different colors. Recesses have their own hues also. Displays above stockroom overhangs are out under store lights, have much better visibility than along the walls.

Stockrooms on the floor save some display space. Merchandise can be crowded on stock shelves.

Aisles

Stockroom aisles can be narrower than floor aisles. Shelves can be extended higher than is practical on the showroom floor.

Though many hardware dealers have eliminated floor stockrooms, Hobbs is of the opinion that it's the best thing he has done. When he enlarges the store, he plans to extend the stockrooms, and to add one or two more recesses on each side.

Century-Old Journal Is Bringing Folks In

FOLKS IN Fayetteville, Tennessee, drop into Goodrich Hardware just to see the century-old journal the owners are showing. It was used in 1851-1852 by this 118-year old firm. Entries vary from receipt of \$150 for a "fine gold watch" (back when \$150 was money) to paying farmers for a wagonload of feathers, and then paying to have them hauled to Nashville.

As is shown in the photograph, however, the "display stand" is a new freezer locker which also gets its share of attention.



More "Breathing Room"

- - and sales, through planned expansion

By J. H. Reed

THE RECENT removal of Schnabel's Hardware Co., San Antonio, Texas, to new and much larger quarters at 1804 North Main Ave., represents the fulfillment of a dream held by the three Schnabel brothers, owners of the business, for the past five years.

And it gives them one of the largest and finest hardware establishments in the city.

Schnabel's Hardware Co. was established by two Schnabel brothers, Joe and Bob, on February 1, 1941, in a small building at 1808 North Main Ave. and, a little later, a third brother, Gus, joined them in the business.

The store, which contained 2,650 square feet of floor space, became more and more crowded as the business grew, and the three cast longing eyes at the one-story brick building next door, at the corner of North Main and East Locust Streets.

But it was occupied by another company—the White Auto Stores—and when this firm moved, five years ago, it was leased to a grocery firm, which was prepared to pay a higher rental than the Schnabels felt was justified by their own volume of business.

Last year, however, the grocery store relinquished its lease and this time—desperate by now for more space—the Schnabels snapped it up.

"We wanted," explained Joe Schnabel, the oldest of the three brothers and spokesman during this interview, "what our ancestors called lebensraum, room to breathe.

"Noting the trend towards self service, we also wanted space in which to display our items in such a manner that customers could make their own selections, thus reducing the number of employees and also the selling expense.



To encourage self-service shopping, housewares are given a prominent position and pillar supports with peg board extending up to six or eight feet become display areas. Wrapping counters are roomy and allow quick customer service.



New glass front extends 90 feet along the street, allowing full view of Schnabel's interior. Displays are changed often.

"Of course, no hardware store can ever be a completely self-service one. But we could, and did, put most of our merchandise within 'touching distance' of our customers. And it has definitely helped."

At least, except during rush periods, the three Schnabel brothers can now handle most of the sales themselves without difficulty.

The new Schnabel Hardware Co. store measures 90 by 90 feet, a total of more than 8,000 square feet of floor space, as compared to 2,650 in the original store. It is, thus, more than three times as large.

And the rent, of course, has increased accordingly.

Expansion Necessary

"But," Schnabel stated, "we had to expand somehow. And it was much less expensive to lease this space than to build or rent a new store in some shopping center. Moreover, we wanted to remain right here. North Main Ave. has shown a steady business improvement in recent years, both in the quality of buildings constructed and the firms occupying them."

"Our location was known to thousands of northside customers who might have to learn a new location all over, and get lost to us in the process. We decided to stay put in this location, and I don't believe we will have any regrets."

The present building is more than 16 years old. But it was modernized to meet the needs of the Schnabels as a hardware store.

A new glass front was installed, with a low "window ledge" display counter which is wide enough to

hold hundreds of small items without interfering with the view of the store's interior.

This display front measures 90 feet along North Main Ave., and by constantly changing the window displays, the Schnabels pull in many who pass by, both in automobiles and on foot, to make purchases.

One disadvantage is that not much parking space is provided at the location.

But with many different kinds of stores in the immediate vicinity, customers usually visit several stores at a stop—including Schnabel's in their list—and this overcomes the parking space shortage to a considerable extent.

"We're no worse off than we were before," Schnabel pointed out. "And when we inquired around for a place we might lease in some suburban center, we found that merchants pay a good rental to obtain a 200-car parking lot!"

In considering furniture and fixtures for their store, the Schnabels, to a large extent, designed and built, or had an expert carpenter build for them, their own display islands and fixtures.

These are made of wood, often with metal supports, and painted with special multi-color paint. And they are in all shapes and sizes, ranging from a simple display table to three and four-decker display islands, holding a wide variety of items. All are small enough to be moved easily—and some are set on casters so that they can be shifted in a hurry from one part of the store to another.

"We wanted," Schnabel explained, "not only to get our items 'in touch with' our customers. We also wanted flexibility. We wanted to be able to expand our gardening department in the spring, for example, to cover perhaps a third of the floor space, and to do the same for our heater department in the fall."

"Small, multi-deck islands, readily moved, gave us a flexibility and a convenience in display that we simply did not have in the old store."

Store Is Departmentized

Roughly speaking, the Schnabel Hardware Co.'s new store is departmentized into garden supplies, toys, and housewares. In between are the thousand and one unclassified items carried in the hardware store.

These departments occupy a fixed position in the store, so customers can locate easily what they want. But the space definitely is not fixed, it is changed whenever the Schnabels find need for change.

The right wall is devoted to sporting goods and to tools. The right-hand corner is devoted to general hardware, and just back of this is the service shop.

Incidentally, the firm does one of the largest volumes of business in lawn mower repair of anyone in town.

The rear wall, as far as the office, some 40 linear feet, is given over to paint and paint accessories. And the left-hand wall is devoted

(Continued on page 84)

How Fencing Expanded

into their leading profit line

By Wendell Givens

FOR THE HARDWARE dealer, in a small town especially, looking for a line to perk up his business, Cecil F. Hackney of Birmingham, Alabama, heartily recommends fencing.

Hackney Hardware and Supply Co., on the fringe of downtown Birmingham, does more than a quarter of a million dollars annual volume in fence materials and erecting.

Five years ago the company invested \$700 in fencing strictly as a side line. Today the tail is wag-



Cecil F. Hackney, owner of Hackney Hardware, shows gates to a prospective customer. Gates are made in a yard adjacent to the main store. Last year Hackney leased a metals plant a few blocks distant, casts his own aluminum fittings.

ging the dog: three-fourths of the firm's total trade is fencing.

"We dropped into a vacuum in getting into the fence business," Hackney related. "Nobody carried wholesale fencing and parts. We made contact through a fence erecting contractor, eventually hired him and invested the \$700 in stock. We haven't slowed down since then. Today we have \$60,000 in stock, buy by the carload, manufacture gates and parts, and ship to 29 states.

(Continued on page 84)

Hackney Hardware also handles redwood fencing; R. B. Jones, department manager, reviews recent job erected by the company.



Before Modernization



Sporting goods.



Builders hardware and plumbing supplies.



Gas heaters.



City sales desk.

Speer's New Sample Room

SPEER Hardware Co., wholesalers in Fort Smith, Ark., started 1959 with a sparkling new sample floor which utilizes the most modern display ideas in presenting merchandise to dealers.

The modernization job was undertaken in October and completed shortly before Christmas. The company modified to its own use some fixtures sold by the state association and in this had the help of a fixture manufacturing company.

In the modification of wall fixtures and gondolas all glass binning has been eliminated to better serve the company's display purposes.

Generally one each of a particular product is displayed and in some instances one standard package is displayed.



**After
Modernization**





Steady Gain In Paint Sales

By Beatrice Miller

PRODUCT KNOWLEDGE passed along to customer with full application instructions is the key to increasing paint sales, according to Harry I. Dobkin, president of Dobkin's Hardware, Inc., Washington, D. C. whose years of experience in general contracting brings in for advice appreciative customers from distant points in the metropolitan area.

Dobkin's had a 40 percent gain in paint volume in 1957 over 1956 and expected that final sales figures for 1958 would show at least a 25 percent rise. An inventory of 600 gallons of paint is carried and turns six times a year. Handling only quality paint, Dobkin buys heavily twice yearly—in January and September—with weekly reorders.

"In order to establish good will and keep those home-owners coming back, we check with each customer before we sell him a can of paint as to the precise conditions with which he is working. We want to know the exact condition of the paint surface, whether it is dirty or greasy, covered with an oil base paint or wallpaper, flaky or tight.

"Teach the do-it-yourselfer step-by-step right down to the completion of a job is our advice," Dobkin stated. "Know how to mix colors to match a drapery sample, or to get precisely the right tone when the paint is up on the wall. A satisfied customer by word-of-mouth will do your promoting for you.

"And a paint sale means additional sales in sundries such as sandpaper, steel wool, spackling

compounds, brushes, and in finishing bleaches, stains, and varnishes," Dobkin stated.

Carrying three lines of quality

paint "because I do not want to sacrifice results for price," Dobkin stresses service to the paint customer. With a color system from which 1540 harmonizing and contrasting paint colors can be obtained, Dobkin mixes paint, will go out to a customer's home when he feels a customer needs added help for greater satisfaction, maintains a file of every paint customer with color and code number of paint purchased for later reference in the event of needed re-touching or a repeat decor.

For example, a customer who had completed one wall felt that this was not quite the pink she had hoped for. She returned and related her disappointment with
(Continued on page 86)



Harry Dobkin, president of Dobkin's Hardware, stresses service to the customer as the surest means of increasing paint sales. For example, after helping a gentleman select the proper paint brush, he instructs him how to hold it properly, or he goes all out to help the ladies obtain just the color harmony they seek.



SOME NEW concepts of selling for both hardware and farm equipment dealers and salesmen and a new concept of association membership were laid before the golden anniversary convention of the Tri-State Hardware and Implement Association at Amarillo, Texas, Feb. 8-10.

This association is composed of members from the Texas and Oklahoma panhandles and Eastern New Mexico, an organization formed in 1909. The association's two business sessions and companion merchandising show attracted a registration of 750, according to Mel Phipps, secretary-treasurer of the PHIT (Panhandle and Implement Travelers) Club, which performs services and provides entertainment for the retail association.

Two of the principal speakers appearing before the convention are actively engaged in either the hardware or implement industry. They are R. W. Dibble, manager of farm equipment sales for International Harvester and Morton Gragg, association president and a hardware leader of Portales, N. M.

Dibble's address was slanted toward the interest of both hardware and implement sales people and based upon experience in both fields since he spent 17 years of his early life in the hardware business. Discussing the viewpoint of salesmen in either hardware or farm equipment, he commented at the outset that there is a big difference between a wholesale salesman and a retail salesman. The wholesale salesman has a price, but the retail salesman does not, he said facetiously. Then seriously, he continued:

"Selling the same product to the same customer at the same price against the same competition brings out a tremendous difference in what two salesmen will accomplish. It is the difference between a good salesman and a poor salesman."

"There are two intangibles every salesman has at his command and how he uses them is the difference. These intangibles are time and knowledge."

"A salesman is absolutely useless to himself, his boss, his family and his community every minute



Officers and directors, left to right, hardware or implement dealer indicated by (H) or (I): Seated: R. B. Allen, executive director, Canyon, Texas; Fred D. Huning, Jr., vice-president, Los Lunas, N. M. (I); K. G. Vaughn, president, Tulla, Texas, (I); Morton Gragg, retiring president and member of advisory board, Portales, N. M., (H); Billy Thompson, the one newly-elected director, Memphis, Texas, (H). Standing: Director Wallace Reid, Munday, Texas, (H); Carl Maurer, Friona, (I), and Kenneth Cox, Lubbock, Texas, (I), both members of the advisory board; Directors Lawrence Merchant, Carlsbad, N. M., (H); J. L. Hook, Texhoma, Okla., (H); J. R. Stanley, Big Spring, Texas, (H). Not present for the picture were Director Howard Lane, Panhandle, Texas, (I), and E. C. Armstrong, NRFEA director, Clovis, N. M. (I).

Tri-State Convention

By Baron Creager
Southwestern Editor

he is not talking with a prospect. He is useless unless he is close enough to a prospect to close a hardware sale or close enough to an implement prospect to hand that prospect a pencil with which to sign the order."

Dibble said that if unsuccessful salesmen would seriously consider their plight, they would recognize poor utilization of time as their cause of failure.

"In the matter of knowledge," he continued, "there are two phases of the subject a salesman should know. He should know the product and he should study the product much more than he does."

"But he must also know people and this is the most important piece of knowledge a salesman can have. The biggest fault salesmen have is that they do not recognize people as people. They look upon

people as clunkheads who might buy something. But people are not clunkheads."

He related the story of two women selling candy. One sold much more than the other and explained why. She said to weigh a pound, she put a small amount on the scales and kept adding. Her companion, she added, put too much on the scales and kept taking off down to the pound. Customers thought one was giving them extra weight, the other was taking away.

Dibble concluded: "Selling is what you say and the way you say it and what you do and the way you do it."

In the president's address, President Gragg reviewed the association's 50 years of existence and also projected his thinking into the association's future. Then, by im-

plication, he remonstrated with the membership for what he identified as a deficiency in association spirit. "We must decide now what our association will become in the future," he said. "Careful planning, backed by the proper spirit of cooperation, can make our association what we want it to be. Our association can be improved and is now being improved."

"But there is a great need for an improved association spirit among the members. I have observed many worthwhile projects go begging for lack of interest among our members. Too many are thinking:

"How will this service benefit me? What will I get out of it?"

"More of us must be willing to leave our selfish pursuits and give time, effort and energy for promoting the common good of all."

Robert E. Petit, educational director of NRHA, discussed, with charts, the association's forthcoming "turnover handbook."

He warned hardware dealers they should note price increases passed on to them by suppliers. Then dealers should make a regular practice of marking up merchandise stocked before the last increase posted on that merchandise, he said.

Charles R. Frederick, managing director of NRFEA, made an inspirational-type address with the subject, "Building Better."

Bob Fisher, modernization engineer representing NRHA, spoke on the modernization of retail establishments.

There was a special luncheon for ladies and four mass entertainment features—a buffet dinner sponsored by Amarillo wholesalers and branch houses on Sunday night, the traditional Amarillo Hardware Co. indoors barbecue for all convention visitors, followed by a square dance exhibition and dance on Monday night, and the annual banquet and floor show that concluded the convention.

Two farm equipment manufacturers—John Deere and Minneapolis-Moline—entertained dealers at lunch.

Kick-off event of the convention was the annual Sunday morning breakfast of the PHIT Club, followed by the annual election of officers with these results, all of Texas:

Gordon Shankle, president, Childress; Ray Jeffroy, vice-president and Mel Phipps, re-elected secretary-treasurer, both of Amarillo.

Directors: Ralph Chaney of Lubbock, W. Dwyer of Plainview, Thomas M. Cash of Vega, S. B. DeBaun, John Holloway and R. W. (Bob) Moser, all of Amarillo.

Simplified Co-Op Ad Plan Offered Retailers by HMA

A NEW CONCEPT of cooperative advertising which is designed to effect better payment procedures and simplify matters for the retailers is announced by the Hardware Housewares Merchandising Alliance.

Under the plan, a co-op mat, identified as HMA Ad #8 and shown in the accompanying photograph, is offered free to retailers. The key device which makes the idea simple is an envelope pre-addressed for mailing back to HMA. The envelope is furnished with the mat, and in order to receive co-op money for the ad, the retailer needs only to give the mat and the envelope to his newspaper contact. The paper in turn furnishes six tear sheets of the ad in the envelope to HMA, which immediately makes out and forwards a check covering approximately 40 percent of the ad cost to the retailer.

Four substitute mats are furnished along with the basic mat, and any of the four, or all four, may be substituted for any of the other five items in the initial mat. Any, or all, of the nine items may be used in any other ad and still be eligible for co-op on the basis of four inches per item and copy. Or

a retailer may substitute items from other manufacturers in the ad if he so desires. If the ad as run contains four Alliance items and one other, the co-op payment will be on the basis of four-fifths of the national rate.

The five major companies which participate in HMA and are making the advertising arrangement possible are O. Ames Co., Borg-Erickson Corp., O'Cedar Corp., Rubbermaid, Inc., and Wear-Ever Aluminum.

Retailers may obtain the brochure, which includes the postage paid postcard order form for the mats, by writing to HMA at 32 East Third St., Lee's Summit, Mo.

New Stanley Facilities in Dallas Near Completion

THE STANLEY WORKS of New Britain, Conn., announces that its new 40,000 square foot Southwestern regional warehouse and office building located in the Brook Hollow Industrial District in Dallas, Texas, was scheduled for completion early in February.

The new facilities will serve Texas, Oklahoma, Louisiana, and Arkansas. Paul E. Good is Dallas warehouse manager for Stanley.

Yard-Man Names Excell to Cover Florida Area

EXCELL ASSOCIATES, Inc., located in Miami, Fla., recently was appointed to represent Yard-Man, Inc., Jackson, Mich., according to Dayton Buck, sales manager for Yard-Man. The Excell company will serve as sales representatives for Yard-Man power mowers in the state of Florida.

Sunset Enters Water Ski Tow Rope Market

SUNSET FISHING LINES, a major brand in the tackle field for more than 25 years, will enter the water ski tow rope market with a complete range of braided polyethylene models, according to A. W. Agnew, executive vice-president.

Production now is underway on a total of six models to be priced competitively at all market levels, it was disclosed. Both single and bi-color ropes will be produced, and other "plus" product and packaging features introduced.

For the housewife who is house-wise

NEW LOW PRICE \$3.95

SPONGE MOP

BORG scale

Hand saw

Hand plane

Hand drill

Hand saw

Hand plane

Hand drill

Hand saw

Hand plane

Hand drill

DEALER NAME

ADDRESS

DEPEND

ON
Consumers

"Products of Merit"



PATCHING PLASTER

Proved by years of use!
Will not peel or crack. No
checking or shrinking.
Quickly bonds to old plaster
without sizing. Merely mix
with cold water and you have
a ready-to-use clean white
plaster. Available in
1, 2½ and 5 lb. cartons,
2, 5, 10 and 15 lb. paper
bags, 25 and 50 lb. bags
and 100 lb. drums.

CRACK FILLER

Here's one cold water putty
that really stays put. Ideal for
filling loose knots, splits or
cracks, holes or crevices.
Goes in easily, dries and stays
hard, and can be sanded or
sawed, painted or stained
just like real wood . . .
because Consumers contains
real wood (wood flour) and
becomes a solid part of the
lumber. Available in 1 and
5 lb. cartons, 25 and 50 lb.
bags and 100 lb. drums.



SPACKLING COMPOUND

The smooth way to
"crack-proof" plaster walls,
seal open wood joints and
cracks, fill nail and screw
holes, smooth rough
wallboard, and cover checks
and knots. This special
Consumers compound can be
sandpapered to a velvet
finish, and will not shrink or
fall out. Available in 1 and
5 lb. cartons, 5 and 25 lb.
bags and 100 lb. drums.



PLASTER PARIS

A truly fine white Plaster
Paris. None better!
Even-textured and with purest
white color. Extensively used
by many school and scout
groups who make Plaster
Paris handicrafts projects.
Extra sales and extra profits.
Consumers Plaster Paris is
available in 1 and 5 lb.
cartons, 5 and 25 lb. bags
and 100 lb. drums.



"Once you try Consumers you'll stick with Consumers."
Order from your wholesaler

CONSUMERS GLUE CO.

Since 1906 . . . Pioneers in Adhesives and Dry Powders.
1315 Hadley . . . St. Louis 6, Mo.



Don't get caught with your lures
down, too, Mr. Dealer!

It happened to Kathy. She lost her last
Flatfish. But we don't want it to happen to you
or your customer!

Straight from the shoulder, Mr. Dealer—
we had our most successful year in 1958! Even
with a recession on, the demand for FLATFISH
and FISHCAKE Lures was almost overwhelming.
Thousands of dealers SOLD OUT! Then they
found that it was too late to get more.

They found themselves in the same boat as
Kathy, our model. They (or their customers)
had to quit fishing because they ran out of
FLATFISH.

This year, Mr. Dealer, don't get caught with
your lures down.

ORDER AN AMPLE SUPPLY OF FLAT-
FISH AND FISHCAKES NOW . . . Then
REORDER well ahead of time to avoid lost sales
later in the season!

And thanks for your busi-
ness in 1958!

Charles Helin



Flatfish

by far, the
world's leading
fishing lure . . .

MORE THAN
21½ MILLION
SOLD!



Available in 20 sizes and 26
colors. Models for trolling,
casting or spinning. 1" to 4¼".
Salt water models 5" to 6".

New FISHCAKE
Top-Water Lure



Provides the right colors, sound
effects and offset hooks to catch
top-water strikers at night and
all day too!

**Backed up this year
by the most impressive ad campaign
in our history . . .**

IMPACT ADVERTISING IN SUCH
MAGAZINES AS . . . Post, Sunset, True, Argosy, Field & Stream,
Sports Afield, Outdoor Life, Elks, Western Outdoors, Southern Out-
doors and a host of others!

HELIN TACKLE COMPANY

Manufacturers of the World's Leading Fishing Lures
4085 Beaufait • Detroit 7, Michigan

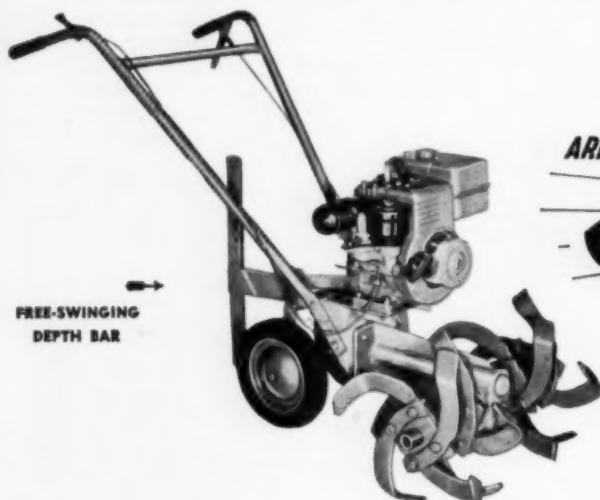


**NO CHAIN STORE OR DISCOUNT HOUSE
COMPETITION WHEN YOU SELL . . .**

Ariens

TILLERS and RIDING MOWERS

*Sold only by independent distributors and dealers
. . . pre-sold for you by powerful national advertising program!*



NO TILLER EQUAL TO A LOW-COST

ARIENS JET

FOR JUST EASY TILLING — EASY SELLING!

Here's proven engineering.. eye-catching looks.. easy operation.. and low price that combine to make Ariens 3 h.p. JET tiller a sure-fire money-maker for you! Tills 8" to 20" wide. Timken bearings used throughout. Thousands of satisfied users coast to coast!



NEW! ARIENS IMPERIAL RIDING MOWER

This new riding mower is built to outperform any riding mower on the market. Gleaming orange and white color. Powerful 4 1/2 h.p. Lauson or Clinton engine . . . 26" Flex-N-Float rotary mower . . . tiptoe clutch and brake . . . fingertip operating controls . . . optional 12-volt electric starting. Competitively priced to sell! Ask for demonstration soon!



Dealer inquiries invited . . .
And for the best profit program in the tiller industry write:

ARIENS COMPANY

223 Calumet Street

Brillion, Wisconsin

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or sales aids mentioned in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, and sales aids, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

Southern Hardware pays the postage!

MARCH, 1959

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

My Company's Name _____

Address (number and street) _____

City _____ Zone _____ State _____

MARCH, 1959

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

My Company's Name _____

Address (number and street) _____

City _____ Zone _____ State _____

**These cards
can help
you get
valuable
information**



Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Hardware

806 PEACHTREE ST., N. E.
ATLANTA 8, GA.



Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

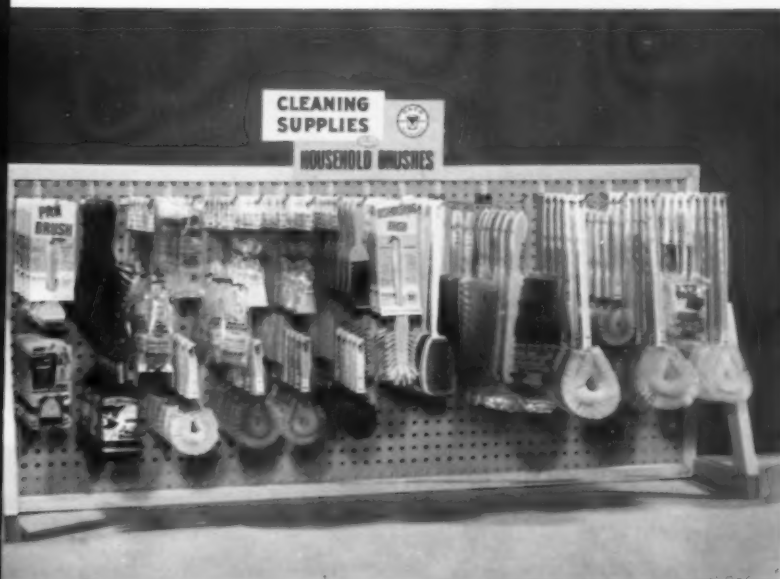
Southern Hardware

806 PEACHTREE ST., N. E.
ATLANTA 8, GA.



OXCO'S *Brush Merchandisers* make profitable Cleaning Supplies sales centers—

designed to  specifications



NO. 15 DISPLAY FIXTURE—60"x26"x17 $\frac{3}{4}$ ". Strong peg-board panel; lacquered hardwood molding and removable "A" frames.



No. 25 MERCHANDISER

for large volume stores

A wide selection of popular Oxco brushes, all labeled and pre-priced, ranging from 29c to \$1.49, attractively displayed on a permanent, first quality fixture. That's Oxco's No. 25 Merchandiser—designed to NRHA specifications as the sales center for a complete cleaning supplies department; proven through 3 successful years as a steady producer of brush sales and profits for hardware and general merchandise stores.

No. 25 includes one dozen each of 25 different Oxco brush styles, with No. 15 display fixture, 25 hangers and top sign printed both sides. Fixture sign and hangers in 1 ship. cont., 25 doz. brushes in 3 ship. cont. Shipping wgt. per Merchandiser 94 lbs.

No. 12 MERCHANDISER

for small and medium stores

Twelve fast-selling Oxco brushes, full of modern colors, attractively displayed on a permanent, high quality fixture, make up Oxco's popular No. 12 Merchandiser. Designed to NRHA specifications, brushes are labeled and pre-priced, ranging from 29c to \$1.49. Thousands of these Merchandisers are on display in stores throughout the country, ringing up profitable brush volume never believed possible by store-owners.

No. 12 includes one dozen each of 12 different Oxco brush styles, with No. 9 display fixture, 12 hangers and top sign printed both sides. Fixture, sign and hangers in 1 ship. cont.; 12 doz. brushes in 2 ship. cont. Shipping wgt. per Merchandiser 52 lbs.

BOTH MERCHANDISERS MATCH MODERN STORE EQUIPMENT. Back of fixtures suitable for displaying other products. Other brushes can be binned in front or back. Displays adaptable for island, gondola, wall or column use. Send for illustrated folder—"How to Merchandise Cleaning Supplies for Profit". Write Sales Dept., Ox Fibre Brush Company, Inc., Frederick, Md.

NOTE: Display fixture included in total retail value of Merchandisers. Fixtures available separately, or with your choice of brushes. Contact your Jobber for details.



NO. 9 DISPLAY FIXTURE—30"x26"x17 $\frac{3}{4}$ ". Similar to No. 15 in construction.

For high dollar sales volume and big profits...

Display



OXCO
BRUSHES

Floor Sweeps *and* Wet Mops



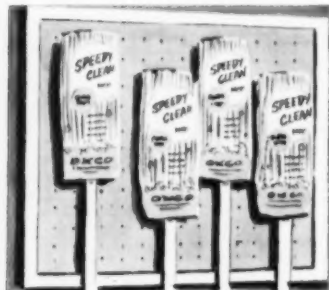
NO. 990

SPEEDY-CLEAN® MOP

made with DUPONT cellulose sponge yarn

Speedy-Clean keeps your mop line up to date because it cleans modern floors fast. It's a quality mop that's attractively packaged for quick, easy sales.

- ✓ **SANITARY**—rinses clean easily, keeps clean shape and appearance.
- ✓ **FASTER CLEANING**—soaks up water and leaves floors semi-dry.
- ✓ **EASY TO USE**—no tangling; no loose lint.
- ✓ **LONG LASTING**—outwears ordinary mops 3 to 5 times.



Hang up on peg-board walls or columns for quick sales.

*ORDER FROM
YOUR JOBBER
NOW!*



OXCO
BRUSHES

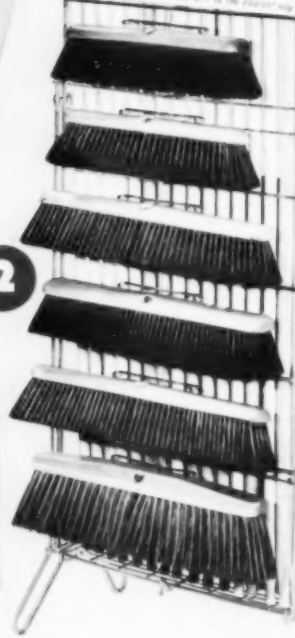
OX FIBRE BRUSH COMPANY, INC.
FREDERICK Established 1884 MARYLAND

PACING THE BRUSH INDUSTRY FOR 75 YEARS!

OXCO Floor Sweeps

HOME • STORE • OFFICE • FACTORY

PICKING UP IS THE EASIEST WAY



Floor Sweep DISPLAY NO. 1

Stocks • Displays • Sells

Mark off 2½ sq. ft. of floor space in your store and see how little space this display takes to increase your volume on high profit Oxco floor sweeps.

- 1** Top sign tells customer type of sweep needed for his floor surface.
- 2** Complete selection displayed... including sweeps for garage floors, smooth or rough floors of wood, tile, terrazzo, etc.; medium or heavy dirt.
- 3** Stocks extra sweeps in rear.

Easy to set up and stock in minutes. Includes 18 sweeps and handles, plus metal rack at no extra cost.

CATALOGS & BULLETINS

Available free to readers. Write in the numbers of items wanted on the return post card, page 53

Home and Agricultural Tools. A 62-page catalog pictures and describes the firm's complete line of garden, lawn and farm tools; shears, grass and weed tools; shovels, spades and scoops; and ash repair handles. Information is included also on special offers and display stands. The "Tool-Up Time" merchandising program is outlined fully, covering stock control, tool display, and store decoration material. Identified as No. S-5859, the catalog is 8½" x 11", punched to fit binder. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

Write in No. B1 on card, Pg. 53

Display Ideas. A Rubbermaid display booklet which illustrates and describes a variety of display methods for all size stores is offered to dealers. Rubbermaid, Inc., Wooster, Ohio.

Write in No. B2 on card, Pg. 53

Chains. A catalog page-price list is available which features Blue Temper packaged chain and the No. B/T 1 Merchandiser. Blue Temper individual packages and the merchandiser are illustrated on the 2-color sheet. Selling features are given and suggested resale and dealer cost figures supplied. The reverse side of the oversized sheet illustrates Measure-Mark chain in all four grades. Again resale and cost figures are supplied with specifications and uses for each grade. Campbell Chain Co., York, Pa.

Write in No. B3 on card, Pg. 53

Chains and Chain Assemblies. A 32-page illustrated catalog of all types of chains, welded and weldless chains, chain assemblies, chain specialties and wagon and truck hardware is now available. Also, dealers may secure an 8-inch high decal for inside or outside display stating, "We Sell Chain." Nixdorff-Krein

Manufacturing Co., 916 Howard St., St. Louis 6, Mo.

Write in No. B4 on card, Pg. 53

Water Appliance Promotions. A comprehensive 8-page catalog, No. 807, of advertising and sales promotion aids is offered wholesalers and retailers of water appliances. The catalog shows suggested consumer literature; local advertising for newspapers, radio, television, and directories; point-of-sale aids; indoor and outdoor signs; and numerous specialty items. In addition, the catalog tells how and when to use these items most effectively. And a special feature tells how to get valuable local publicity for "yourself, your business, and Rapidayton products." The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

Write in No. B5 on card, Pg. 53

Marine Line. A full-color catalog presents the complete line of Aqua-Float marine safety products. Illustrated in color are Aqua-Float Coast Guard Approved life saving jackets, Aqua-Float children's swim vests, ski belts, U.S.C.G. Approved buoyant boat cushions, and a full line of Aqua-Floats, vinyl plastisol floats, fenders, ring buoys, and mooring buoys. Detailed description of each item is included. In addition, the catalog shows newest Aqua-Float packaging, Aqua-Float merchandising aids and display materials. A special order blank is available for obtaining these aids. Style-Crafters, Inc., Greenville, S. C.

Write in No. B6 on card, Pg. 53

Vacuum Cleaner and Floor Polishers. The Redi-Vac vacuum cleaner, the improved FP-33 floor conditioner, and the new FP-33A conditioner are described in a two-sided catalog page, #JS-53. The two-color data sheet fully describes and illustrates

the polishers, and also a rug cleaning attachment and a floor refinishing kit. Features of the Redi-Vac are shown in a series of line drawings. Specifications are given and a six-piece accessory kit is described. Red Devil Tools, Union, N. J.

Write in No. B7 on card, Pg. 53

Sprayers and Dusters. Available on request is a catalog covering the company's complete line of hand, continuous, compressed air knapsack, bucket, wheelbarrow and barrel sprayers. The catalog also covers hand and crank powder insecticide dusters. A circular on the Indian Fire Pump, a portable, back-pack type fire extinguisher, is offered also. D. B. Smith & Co., 428 Main St., Utica, N. Y.

Write in No. B8 on card, Pg. 53

Hand Tool Selection Chart. An illustrated customer-service chart is offered which shows how to select hand tools for garden and lawn care. The chart describes and pictures the 50 most popular tools, grouped by "families." It is 25 inches high, 16 inches wide, and is printed in three colors on durable poster stock. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

Write in No. B9 on card, Pg. 53

Power Mowers. A folder picturing and describing the company's entire line of power mowers is available. Clark Manufacturing Co., 3024 Melville Rd., Decatur, Ga.

Write in No. B10 on card, Pg. 53

Project Book. Twenty-five do-it-yourself wood-working projects have been made up in loose-leaf manual form with a cover and are being offered to home workshop enthusiasts. Each wood-working plan is blueprinted thoroughly on a self-

(Continued on page 58)

contained sheet. Detailed instructions and diagrams with descriptions are included. Selection of tools and lumber is covered in the booklet with the company emphasizing the use of its own glue product, Rogers Glue. Rogers Isinglass & Glue Co., Gloucester, Mass.

Write in No. B11 on card, Pg. 53

Galvanized Ware. The complete line of hand-dipped galvanized ware for home, farm, industrial, and institutional use is described in a 20-page bulletin entitled "Wheeling Hand Dipped Ware." Capacities, dimensions, and shipping weights for each of the items are included; items include pails, buckets, rubbish burners, coal hods, etc. Wheeling Corrugating Co., Wheeling, W. Va.

Write in No. B12 on card, Pg. 53

Fusible Links. Folder F-184, which illustrates and describes the complete R-W line of fusible links for fire doors, windows, and many other purposes is now available. Richards-Wilcox Manufacturing Co., Aurora, Ill.

Write in No. B13 on card, Pg. 53

Hardware Chain. A well illustrated and informative folder, describing the complete line of ACCO chains for a multitude of domestic and industrial requirements is available. The 16-page folder, DH-176-B, contains data on construction features, applications, packaging, weights and other general information. American Chain Division, American Chain & Cable Co., Inc., York, Pa.

Write in No. B14 on card, Pg. 53

Time Payment Plan. A folder is available to all interested dealers, describing the complete new Foley Futuramic line of power mowers and the free home trial plan. The plan allows the customer to try a Foley mower for 14 days with the privilege of return with no obligation to the customer. A folder also is available to describe its Mow Now—Pay Later time payment plan. The company points out that the plan is simple in operation, has no recourse, and the dealer receives prompt and full payment for each time payment Foley mower sale he makes. Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn.

Write in No. B15 on card, Pg. 53

Pre-Measured Chain. A catalog page, in color, is available describing a color-coded plastic measuring lengthmark to provide quick identification for Proof Coil, BBB Coil, and High Test Chain. The three types are marked every 10 feet by green plastic color bands on Proof

Coil, red color bands on BBB Coil, and blue on High-Test Chain. A matching color-coded End Tag is attached to the free end of the chain in each container which is imprinted to show the size and grade of the chain. The End Tag is for convenient locating of the free end of the chain and is reattachable after each use. The tag's reverse side may be used for recording the balance of chain in the container. Hodell Chain Co., Cleveland 3, Ohio.

Write in No. B16 on card, Pg. 53

Storage and Display Equipment. Folder 320-A describes the time- and space-saving advantages offered by Revolve Steel Storage and Display Equipment to both owners and customers. It illustrates and describes Revolve Nail Bins, used for bulk storage of nails, bolts and other items, along with Revolve Screw, Bolt and Parts Cases for storing small parts compactly yet readily accessible. A section on drawer inserts, display counters, nail bin counters and other equipment designed to utilize floor space most effectively is included. The Frick-Gallagher Manufacturing Co., Wellston, Ohio.

Write in No. B17 on card, Pg. 53

Gas Furnaces and Central Air Conditioning. Illustrated descriptive catalog on horizontal, vertical, and counterflo furnaces and central air conditioning is available on request. Chattanooga Royal Co., Chattanooga 6, Tenn.

Write in No. B18 on card, Pg. 53

Garden Supplies. An illustrated two-page color brochure on Swan Garden Hose and Sprinkle-Soakers is available. Also offered is a color catalog page on the all-plastic Grass Stop. Description of the item and its packaging is given in detail. Swan Rubber Co., Bucyrus, Ohio.

Write in No. B19 on card, Pg. 53

Tool and Plastic Lines. Contents of a pocket size catalog include illustrations and detailed specifications on the company's tool and plastic lines. Among tool items listed are wrenches, pliers, screw drivers, chisels, punches metal shears and snips, hammers, mallets, etc. Plastic items include hose nozzles, storage and display boxes and utility boxes. Catalog is designated the Mini-Cat No. 10. The Vichek Tool Co., Cleveland 4, Ohio.

Write in No. B20 on card, Pg. 53

Lawn Mowers. A color catalog with complete description of its line of 20 models of lawn mowers, sizes 18" to 24", is offered by the company. Price list accompanies the catalog, and includes power and hand types, rotaries

and reels, to sell as low as \$49.95 with full mark-up. Southland Mower Co., Inc., Selma, Ala.

Write in No. B21 on card, Pg. 53

Fishing Tackle. In addition to the regular line of Pflueger Fishing Tackle, an available catalog contains complete information on items announced for 1959: the Mars enclosed spinning reel, the Superex automatic fly reel, and a host of rods, lures, and miscellaneous fishing tackle. The Enterprise Manufacturing Co., 110 N. Union St., Akron 9, Ohio.

Write in No. B22 on card, Pg. 53

Plastic Housewares. A full-color brochure shows with large, attractive illustrations how to display, sell, and advertise plastic housewares to obtain greater turnover per year. It explains how to increase the average sale 2½ times by selling matching sets and gives valuable sales tips developed by hardware dealers throughout the country. The Plas-Tex Corp., 2525 Military Ave., Los Angeles 64, Calif.

Write in No. B23 on card, Pg. 53

Sportsmen's Lights. Fishermen's lanterns, searchlights, flasher lanterns, headlights, and various cap and hand lamps are illustrated and described in an available catalog. The small catalog of sporting goods items has been prepared for retailers and lists both retail selling prices and the retailer's cost. Justrite Manufacturing Co., 2061 North Southport Ave., Chicago 14, Ill.

Write in No. B24 on card, Pg. 53

Galvanized Ware. The complete line of hand-dipped galvanized ware for home, farm, industrial, and institutional use is described in a 20-page bulletin entitled "Wheeling Hand Dipped Ware." Capacities, dimensions, and shipping weights for each of the items are included; items include pails, buckets, rubbish burners, coal hods, etc. Wheeling Corrugating Co., Wheeling, W. Va.

Write in No. B25 on card, Pg. 53

Power Tools. The following catalogs describing and illustrating the company's complete line of tools are available upon request: ET 157, Portable Electric Tools; CS 157, Chain Saws; AT 1457, Air Tools; and CI 1657, Contractor and Industrial Tools. Remington Arms Co., Inc., Bridgeport 2, Conn.

Write in No. B26 on card, Pg. 53

Tools and Machines. More than 150 hand tools and electric machines are described in a catalog now being offered as Number 23 in the Red Devil Library. Included in the 8½ x 11 inch, 80-page, two-color catalog are tools for painters, glaziers, and wood-

(Continued on page 60)

NYLON SEINE TWINE



ART. 583

Put up on
polyethylene
wrapped tubes

4 oz. - 8 oz. - 1 lb.

Full range sizes
6 to 72

EACH TUBE LABELED WITH SIZE,
FEET PER TUBE, AND WEIGHT

Put your confidence in
the **QUALITY LINE...**

Vinyl Weather Stripping
Wood Glue
Braided Nylon Line
Seine Twines
Seine Cords
Trot Lines
Staging
Venetian Blind Cord
Sash Cords
Clothes Lines
Mason Lines
Fishing Lines

Starter Rope
Jump Rope
Mop Heads
Wrapping Twines
Kitchen Lines
Express Twines
Chalk Lines
Parcel Post Twines
Polished India Twines
Plastic Clothes Lines
Jute Twine
Nylon Casting Lines



Orders of \$75.00 or more, freight prepaid. Orders of less than \$30.00 f. o. b. Mill, Lawndale, N. C., Van Nuys, Calif., Marietta, Minnesota, Dallas, Texas, or Waynetown, Ind. Orders of \$30.00 to \$75.00 freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

ESTABLISHED 1873

Cleveland Mills Company

LAWDALE, N. C.

14346 Bessemer St., Van Nuys, Cal. Marietta, Minn., 3104 Gaston Ave., Dallas 26, Texas, Waynetown, Ind.

workers. Also described are the company's lines of floor and paint conditioning machines including the FP-33 twin brush floor polisher and the number 30 paint conditioner. Descriptions and photos of several tools recently added to the firm's line are included, as well as photos of available merchandising aids, and illustrated hints on the use of many of the tools. Red Devil Tools, Box 355, Union, N. J.

Write in No. B27 on card, Pg. 53

Steel Sandpaper. A new all-steel sandpaper, Dragon-Skin, is described and illustrated in a two-color catalog sheet now available. Photographs and line drawings explain how Dragon-Skin sands, rasps and shapes woods, plastics and soft metals. Text material further describes Dragon-Skin's ability and offers display ideas. Red Devil Tools, Box 355, Union, N. J.

Write in No. B28 on card, Pg. 53

Housewares. A full-line master catalog of housewares products illustrates and lists each item of merchandise by order number, sizes, standard shipping carton, weight per carton, and retail price per item. Cover and interior contents are all in full color. The publication is intended for dealer use, while shorter versions of the catalog which describe Rubbermaid merchandise in terms of end use, colors, and sizes are offered for

consumer distribution. Rubbermaid, Inc., Wooster, Ohio.

Write in No. B29 on card, Pg. 53

Industrial Knives. A 52 - page pocket-size Handbook illustrating a thousand industrial hand and machine knives, craftsmen knives and fix-up and paint-up tools is offered. The Handbook illustrates knives that are used to cut rubber, plastic, leather, and many other materials. Hyde Manufacturing Co., Department "H", Southbridge, Mass.

Write in No. B30 on card, Pg. 53

Fishing Tackle. An indexed, easy-to-read catalog provides full descriptive data on each item in the company's 1959 line of fishing tackle. The line brings together a complete range of fresh water and salt water rods and reels, plus related sporting goods, under the True Temper Ocean City, and Montague brands. True Temper Corp., American Tackle Division, 1623 Euclid Ave., Cleveland 15, Ohio.

Write in No. B31 on card, Pg. 53

Padlocks, Brass and Bronze Hardware. Available literature includes: 6-page gate-fold catalog showing complete line. 4-page catalog of carded and blister-packed padlocks. Catalog pages on the following: SM17 padlock merchandiser, SM57 padlock merchandiser, 10 locks avail-

able in new See-Pack, #453 Scout combination padlock, #853 Minute Man combination lock, #70 Sportsman padlock, #38 chain door fastener, SM60 and SM60½ house number assortments, individually carded and skin-packed house numbers. The Slaymaker Lock Co., Lancaster, Pa.

Write in No. B32 on card, Pg. 53

Roofing, Plastic Pipe, Fasteners. Literature available includes the following: Bolt and Nut Price Finder, form ADV-791 — an indexed price chart for quick reference; lists retail prices on the full line of fasteners; is printed in two colors and may be hung on the wall. Hex Head Cap Screw, form ADV-678—a 4-page folder describing the screws. ADV-788—envelope enclosure on Republic Blue Ridge Steel Roofing; ADV-919—envelope enclosure illustrating how to apply the roofing. ADV-953—4-page folder designed for mailing; describes Republic Ternes for roofing and weather-sealing. ADV-711—Catalog sheet describing Semi-Rigid Kralastic Plastic Pipe with suggested applications. ADV-712 — catalog sheet describing FE Plastic Pipe for farm and home. ADV-784A—catalog sheet describing use of Republic Plastic Pipe with submersible pumps in both shallow and deep wells. ADV-710—6-page gate-fold folder giving complete details of installing a do-it-yourself lawn sprinkler system with

Sell Sterling...

and you sell your customers Long Life Protection

TWO-BY-FOUR NON-CLIMBABLE FENCE

Made of Copper-Bearing Electric Furnace Steel



The Sterling "Two-by-Four" design is a sturdy, welded-joint construction that is beautiful as well as practical. It is made from electrically refined copper alloy steel and has an exclusive Sta-Bright chromate finish that provides high resistance to rust and corrosion. Can be erected quickly and easily... no special tools are required.

- FIELD FENCE • BARBED WIRE • BALING WIRE • ORNAMENTAL LAWN FENCE AND GATES • FABRI-CLOTH
- POULTRY NETTING • STUCCO NETTING • CORN CRIBS AND CRIBBING • NAILS AND STAPLES • SMOOTH WIRE

Hardware Cloth

WELDED: 2 x 2 mesh with mechanically accurate wire spacing. Electric furnace steel wire is galvanized both before and after welding. Standard widths from 12" to 72".

WOVEN: Uniform in width with double selvage for extra strength. Zinc galvanized after weaving. Six standard meshes 2" x 2", 3" x 3", 4" x 4", 8" x 8", 1/2" x 1/2", and 3/4" x 3/4" . . . widths 24", 30", 36", 48".

Welded Wire Fabric

Strong, one-piece welded wire fabric, with no sharp edges or projections. Vertical stay wires cut flush with line wires. Electric furnace steel galvanized for high corrosion resistance. Six standard mesh sizes . . . 1/2" x 1", 1" x 1", 1 1/4" x 1", 1" x 2", 2" x 1", 1" x 4", and 2" x 4".



NORTHWESTERN STEEL AND WIRE COMPANY

Incorporated Northwestern Barb Wire Company—1879 • STERLING, ILLINOIS

Round floats and oblong,
pencil-thin and fat.
Big floats and small floats,
casting floats and popping.
Wood floats and cork floats,
celluloid and plastic.
Red floats and white floats,
green floats and zebra . . .

Ideal

offers the
World's
LARGEST
Selection
of
fishing
floats

They're all colorfully illustrated along
with many other fishing accessories
in our new 1958-59 Catalogue.
Write for yours now.

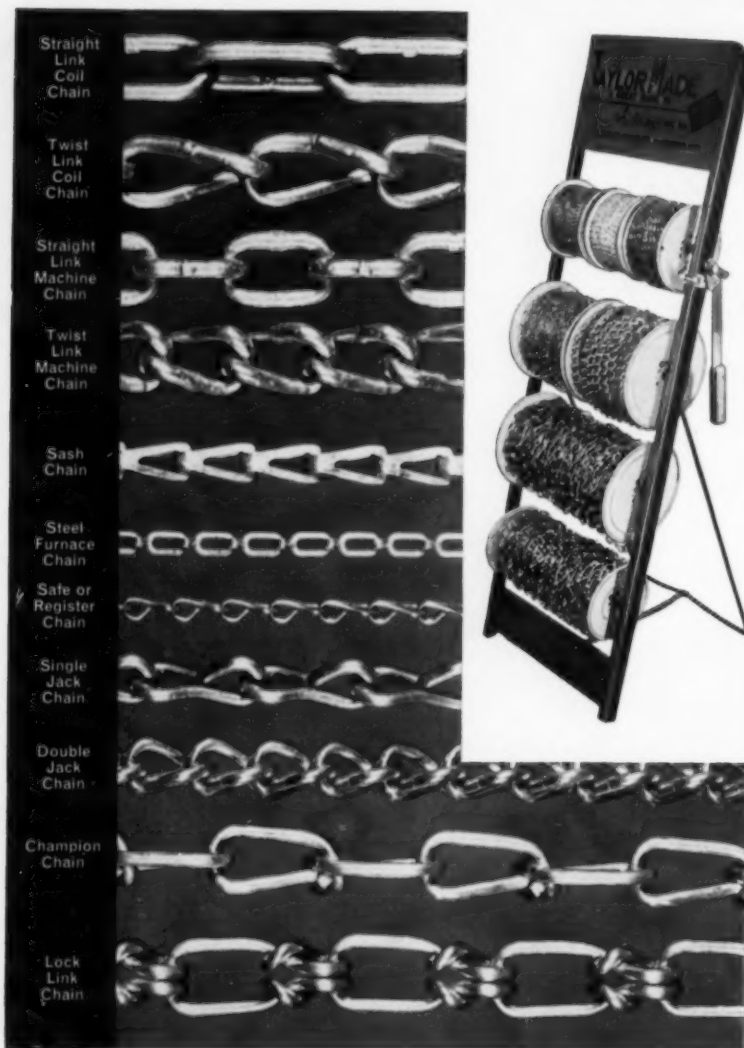
Ideal

FISHING FLOAT COMPANY, INC.
2001 East Franklin Street, Richmond 3, Virginia

World's largest manufacturer of fishing floats, furnished lines, and sinkers

The NEW TAYLOR CHAIN salesmaker

ROLLS OUT CHAIN SALES ROLLS UP GOOD PROFITS



Taylor's new store-tested chain salesmaker creates a dramatic display . . . speeds selection of any of 32 types and sizes of chain and attachments . . . stimulates the best chain profits in the hardware business! All on less than 2 sq. ft. of floor area. Put this new cost-

cutting, profit-making, chain sales tool to work in your store right away. Long leverage chain cutter included.

Call your jobber or write today.

Taylor
Made
CHAIN SINCE 1873

S. G. TAYLOR CHAIN CO., INC.
Hammond, Indiana
3505 Smallman St., Pittsburgh, Pa.

Plastic Pipe. Republic Steel Corp., 1441 Republic Bldg., Cleveland 1, Ohio.

Write in No. B33 on card, Pg. 53

Measuring Tapes. A catalog describing and illustrating the firm's complete line of measuring tapes and related products, including Power-Tapes with controlled speed blade return, is available on request. Description of its Thin-Tape, the tape with a 1/4" blade having an inside-outside measuring case, also is included. Evans Rule Co., 400-16 Trumbull St., Elizabeth, N. J.

Write in No. B34 on card, Pg. 53

Edged Tools. Colorful catalog pages which present the company's line of garden tools, axes, hammers, and hatchets are available. Illustrations show the tools in use while descriptive information further gives the sales story. Mann Edge Tool Co., Lewistown, Pa.

Write in No. B35 on card, Pg. 53

Industrial Doors. A 12-page Industrial Door Catalog No. A-410 features comprehensive technical data and illustrations on the R-W "Super-Way" steel frame doors; industrial channel frame door; galvanized sheet steel covered doors; corrugated sheet metal doors; "Sta-Rite" wood doors; steel plate doors; aluminum doors; vertical lift doors, and craneway doors. Specification and installation data, application photographs, and a section on the automatic electric door operators are included in the catalog also. Industrial Door Division, Richards-Wilcox Manufacturing Co., 217 Third St., Aurora, Ill.

Write in No. B36 on card, Pg. 53

Display Attachments. A colorful catalog featuring Vizuclicks, display attachments for perforated panels, is available. The catalog shows a complete selection of Vizuclicks for displaying all types of merchandise on either 1/4" or 1/8" panels. Easy to attach and trim, Vizuclicks will not chew or cut the panels. Many items are offered in a new economy finish called Darlite. Catalog number is 400A. L. A. Darling Co., Bronson, Mich.

Write in No. B37 on card, Pg. 53

Garden Hose. Catalog sheets give full information in Biltrite vinyl and rubber Garden Hose, as well as Biltrite Triple-Tube Flexible Sprinklers. The sheets are in full color and well illustrated. American Biltrite Rubber Co., P. O. Box 1071, Boston 3, Mass.

Write in No. B38 on card, Pg. 53

Bats and Golf Clubs. Nominal quantities of a full-color catalog which describes in detail the company's line of baseball, softball, and Little League bats are offered to dealers. Also available is a two-page catalog showing the company's entire golf club line. All woods, irons, put-

MAKE BIG PROFITS THE EASY WAY

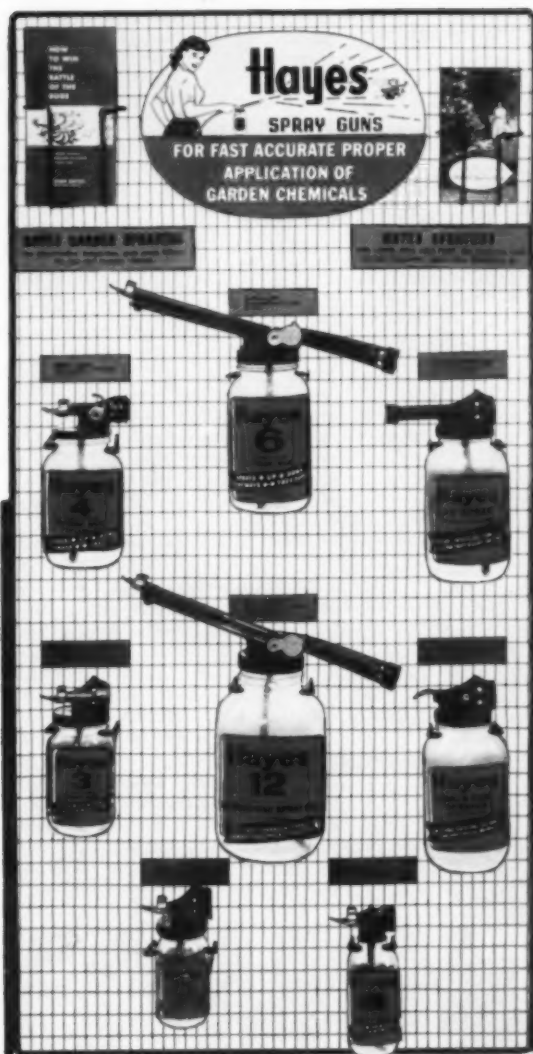
*Let the Hayes
"Silent Salesman"
Display Rack
do your selling for you*

Puts the complete Hayes line in full view!
Informative tags make it easy for customers
to examine and select the sprayers they
need. It's real self-service!

*"We experienced another splendid year in
selling Hayes spray guns. The only
difficulty we ran into was with that
display rack. We simply could not keep
it filled up."*
McClelland-Ball Company
Birmingham, Michigan

*"We have sold more Hayes guns since
setting up your rack 3 months ago than in
the previous 4½ years."*

Town & Country Nursery
Whittier, California



—and don't forget: every Hayes sprayer that goes off this rack or your shelf supply into the hands of a customer opens the door to continuing "repeat" sales of garden chemicals. The superior performance of the Hayes helps assure this big-volume high-profit business for you!

Hayes



Spray Gun Company

World's largest manufacturer of garden hose sprayers
98 North San Gabriel Boulevard, Pasadena, California

ters, and auxiliary clubs are shown in their actual colors and are described briefly. Hillerich & Bradsby Co., Inc., 434 Finzer St., Louisville 2, Ky.

Write in No. B39 on card, Pg. 53

Hobby Tools. A catalog is available which illustrates and describes the Griffhold line of precision built tools for hobbies, graphic arts, offices, and crafts. The Griffin Manufacturing Co., 191 Lyndhurst St., Rochester 5, N. Y.

Write in No. B40 on card, Pg. 53

Drapery Hardware. Simplicity of illustration and ease of usage, completeness of product lines and acces-

sories help to make the company's catalog a practical reference on drapery hardware items. The Stanley Works, 111 Elm St., New Britain, Conn.

Write in No. B41 on card, Pg. 53

Repair Handles. A chart which determines the correct repair handle for a specific tool and the tools fitted by a specific handle is available. It covers more than 95 percent of dealer's ash repair handle requirements for garden, lawn and farm tools, shovels, spades and scoops, post hole digger and snow tools. The chart lists original handle and suggests alternates, and comprises both True Temper and

Briar Edge grades. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

Write in No. B42 on card, Pg. 53

Store Displays. Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

Write in No. B43 on card, Pg. 53

Nails Data. A pocket-size handbook containing factual information and specifications for Stormguard nails is available. The handbook is printed in two colors with illustrations and reference data. A two-page chart gives specific data on the sizes and quantity of nails to use for various types of roofing, siding and trim as recommended by leading trade associations. Manufactured in 85 different styles and sizes, the Stormguard nails are rendered rust-resistant by a special double-dipping in molten zinc. W. H. Maze Co., 400 Church Blvd., Peru, Ill.

Write in No. B44 on card, Pg. 53

Garden Chemicals. "How to Make More Profits on Garden Chemicals" is the theme of a 16-page sales brochure. It contains suggestions for increasing sales of spray materials and describes and illustrates the important features of Hayes garden hose sprayers. Hayes Spray Gun Co., 98 N. San Gabriel Blvd., Pasadena, Calif.

Write in No. B45 on card, Pg. 53

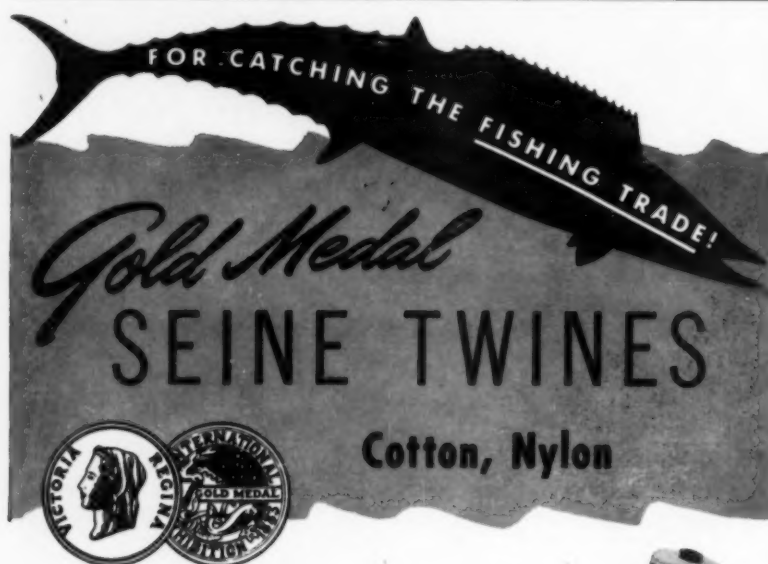
Decorative Hardware. Full color, 20-page No. 214 catalog illustrates full line of matched pulls, knobs, hinges, and catches by Amerock. Cabinet hardware for use in every room in the house is shown and described. Amerock Corp., Rockford, Ill.

Write in No. B46 on card, Pg. 53

Primer and Sealer. "Improve Every Painting Operation with X-I-M Flash Bond" is a factual, instructive folder offered by the company. It lists surfaces on which the all-purpose primer and sealer is effective and methods of application to prevent peeling, blistering, flaking of paint. H. Forsberg Co., 5103 Lakeside Ave., Cleveland 14, Ohio.

Write in No. B47 on card, Pg. 53

Outdoor Products. "Outdoor fun begins with Coleman" is the title of a 24-page illustrated 1959 product catalog now available. The catalog describes the full line of Coleman gasoline, kerosene and LP-gas lanterns, folding camp stoves, picnic stoves, and utility heaters; portable food and beverage coolers; camp and picnic tables and stools; folding ovens and accessories. A four-page color section presents the manufacturer's line of Snowlite picnic jugs with high ef-



Gold Medal Cotton Seine Twine

The favorite of fishermen for generations...uniform, strong, easily worked.

Gold Medal Continuous Filament Nylon Seine Twine

The finest Nylon seine twine...rotproof, long lasting...requires minimum care. Packaged in individual polyethylene bags.

...And Now Nyak Seine Twine

A synthetic twine of great strength and durability...offers the principal advantages of Nylon at a saving. Also packaged in polyethylene bags.



♦ ORDER FROM YOUR JOBBER

THE LINEN THREAD CO., INC.


418 GRAND STREET • PATERSON 12, N. J.

Makers of Quality Twine Since 1784

New York • Chicago • San Francisco

Boston • St. Louis • Baltimore • Gloucester





Southern's completeness includes a simple and sincere philosophy: Southern believes that no sale is finished unless it brings complete satisfaction to the purchaser—and brings him back into the store as a satisfied customer.

This basic belief in Southern's completeness cycle has made friends for thousands of hardware dealers and for Southern's EZ to C[®] label. If you believe there is more money to be made in handling profit-producing fasteners, get in on Southern's completeness cycle . . . The satisfaction is built in with the quality!



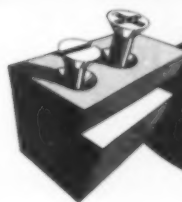
IN FASTENERS SOUTHERN IS

COMPLETENESS

Wood Screws • Stove Bolts • A, B, C & F Tapping Screws •
Machine Screws & Nuts • Carriage Bolts • Hanger Bolts
Dowel Screws

Sold Through Leading Wholesale Distributors

Warehouses: New York • Chicago • Dallas • Los Angeles



Southern
SCREW COMPANY
STATESVILLE • NORTH CAROLINA

SOUTHERN HARDWARE for MARCH, 1959

For more information use Handy Return Card, Page 53



No. M-429D
Deluxe 22"

1. A big, complete line—12 models—side, front and twin discharge—18", 19" and 22" cutting widths.
2. First quality materials and construction.
3. Briggs & Stratton and Clinton engines.
4. Safety features that help you sell.
5. Designed and manufactured by Modern Tool & Die Co., producer of the fast-selling MODERN LINE of Wheelbarrows, Lawn Carts and Spreaders.
6. Best of all, the LawnFlite line is priced for sales!

AGAIN NEXT SEASON IT WILL BE
EASIER TO SELL THE MODERN LINE
THAN TO SELL AGAINST IT!



MODERN TOOL & DIE CO.
5389 WEST 130th STREET
CLEVELAND 11, OHIO

efficiency Thermo-Lock styrene insulation. Snowlite jugs are available in one- and two-gallon sizes and in a choice of three modern color combinations. Also shown is the Coleman saddle stool for hunting, fishing, picnicking, and spectator sports. The Coleman Co., Inc., Wichita 1, Kan.

Write in No. B48 on card, Pg. 53

Jet Pumps. A simplified catalog of Rapidayton jet pumps is available. It features three "key" series of completely packaged water systems said to be capable of dominating any competitive situation. A selection chart makes it easy to recommend the proper pump for any well, 0 to 140 feet. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

Write in No. B49 on card, Pg. 53

Masonry Line. A two-color catalog that describes and illustrates a full line of masonry and hollow wall fasteners, pole line hardware and masonry drills is available. Specifications, packaging information, and dealer prices for each item are included in the 40-page, pocket-size booklet. Also included are illustrated installation hints for the latest additions to the Diamond line—DHD Hammer Drive Masonry Anchors, Wing Ding wall screw anchors and Wing Ding gun, and Double Keystone machine bolt expansion shields. Catalog 158 is completely indexed. Diamond Expansion Bolt Co., Garwood, N. J.

Write in No. B50 on card, Pg. 53

Fishing Tackle. South Bend presents its colorful line of fishing tackle in a catalog recently released to the trade. Highlighting the items is a spin-casting reel called the Norseman 110, which has the ability to cast ultra-light to heavy lures using up to 20-pound monofilament line, for both fresh and salt water use. A total of six SpinCast Reels are offered which include two Level-Wind Models, Nos. 89 and 78. The line has 28 models of SpinCast Rods with a wide choice of actions in both tubular and solid glass and featuring the Master-Grip Handle. Two color patterns, Spotted Pup and Shad, have been added to several of the surface and sub-surface lures. The fly and spinning size Super-Duper is available in a Copper-Glo finish as well as in a blister-type package. In addition to a number of other new items in the line, the catalog includes an array of accessories: the Shot-Master split shot applicator with Redi-Shot Discs; color-coded Leader Material Wheels with built-in line cutter; and the E-Z Tote Outboard Motor Carrier that snaps on and off in seconds. South Bend Tackle Co., Inc., 1108 S. High St., South Bend 23, Ind.

Write in No. B51 on card, Pg. 53

Excello Mowers. Catalog pages featuring the 1959 Excello line of power mowers are available. The pages are in color and contain detailed specifications and illustrations. Heineke &

MORE TEETH

Rugg Kleen-Sweep Rake has only 1/4" spaces between teeth — It never misses!



#41 Kleen-Sweep

MORE SALES

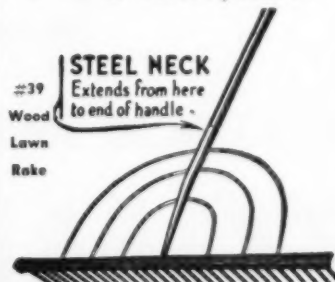
New Rugg Fan-Rake sells like hotcakes at \$1.49 retail — try it!

#50 Fan-Rake



MORE VALUE

Rugg Wood Lawn and Hay Rakes — the best there is — all carton-packed!



#39
Wood
Lawn
Rake



RUGG MANUFACTURING CO.
Greenfield, Mass.

Sales Representatives and
Jobbers Throughout the South



all good rods lead to

Compac

...reels too!



IN U.S.A.
**COMMERCE
PACIFIC INC.**

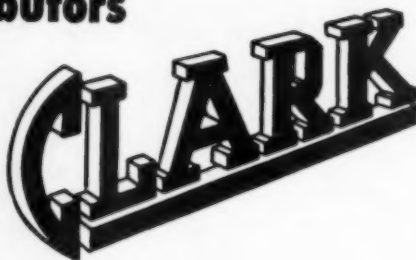
181 West 24th St., Los Angeles 7, Calif.

IN CANADA
COMMERCE PACIFIC CANADA LTD.
78 Papez St., Toronto 1, Ontario



**With or Without Nuts...
in Bulk or Packaged
for our Distributors**

*...available
NOW
from*



Yes, hex head bolts, currently becoming so popular with more
and more customers, are available *right now* from CLARK.

They can be supplied over a full range of sizes . . .

with or without nuts . . . in bulk or CLARK's superior
packaging. Write today for complete information and prices.



CLARK BROS. BOLT CO.
MILDALE, CONN.

Co., Springfield, Ill.
Write in No. B52 on card, Pg. 53

Store Fixtures. The Challenger line of steel and wood store fixtures is profusely illustrated in a 52-page catalog. Portions of the catalog are in full color and several pages depict these completely flexible fixtures fully merchandised in stores. When requested, M & D's professional store planning service is available in all areas, without charge. M & D Store Fixtures, Inc., Chicago 3, Ill.

Write in No. B53 on card, Pg. 53

Fiber Roof Coating. A folder entitled "The Easy and Low Cost Way to Repair and Renew Roofs" covers the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products, P. O. Box 5776, Tampa, Fla.

Write in No. B54 on card, Pg. 53

Sprayers and Dusters. Catalog No. 59, in color, presents the company's line of sprayers and dusters for the home, farm, and industry. Complete descriptions, specifications, and illustrations are carried, as well as actual photographs of the items in use. Space is devoted also to the Chapin line of accessories. R. E. Chapin Manufacturing Works, Inc., Batavia, N. Y.

Write in No. B55 on card, Pg. 53

Masonry Anchors. Two aluminum masonry anchors, the Diamond Hammer Drive and the Fur-N-Strip, are described in the two-page, two-color bulletin #4058, which provides six photographs and two cut-away line drawings. Interior construction of anchors, two illustrated lists explaining installation methods, information on the type materials and equipment for which the anchors have been designed, and a detailed specification chart are included in the bulletin. Diamond Expansion Bolt Co., Inc., Garwood, N. J.

Write in No. B56 on card, Pg. 53

Fishing Tackle. Published in color in size 8½ x 11, the 1959 catalog illustrates and describes the complete line of Airex fishing tackle. It features a wide selection of both open and closed face spinning reels in all price ranges, along with matching rods, lures, and lines. Many of the Airex reels are shown in full color on the back cover. In addition to the catalog, the company also offers 11" x 11" catalog sheets with wide margins. Airex Corp., 411 Fourth Ave., New York 16, N. Y.

Write in No. B57 on card, Pg. 53

Fishing Equipment. Weber's 1959-74-page color catalog No. 59 contains dozens of additional fishing tackle items. Especially featured is the Dylite Plastic "Go-Kooler" for fishermen and picnickers, a Dylite Minnow Bucket, and the Mr. Champ series which now includes sizes from ¼ to 1¾ oz. Lithographed in full natural colors are catalog pages showing the

Mr. Hardware Dealer...

handle the newest
most sparkling line
of tillers, riding mowers,
and concrete mixers...

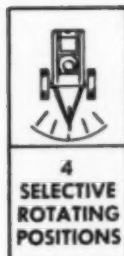
*your customers are
asking for!*

GILSON
GILSON
GILSON
GILSON
GILSON
GILSON
GILSON
GILSON



See Your Local
Hardware Wholesaler
for Further Details

Here are two of a complete line of
tillers designed to sell on sight. They
are rugged . . . dependable and
service free . . . a real profit maker.



**MOST
MANEUVERABLE
TILLER
EVER MADE**

Swivel Wheels Lock into 4
Positions or Free Swivel. Tills
Around Shrubs and Trees with Ease
TILL — WEED — MULCH

Cultivate with One
All Year 'Round Machine
YOUR CHOICE OF 3 TILLERS



Gilson
BROS. CO. BOX 47 SINCE 1911
Plymouth, Wisconsin

GILSON Corporal TILLER

4 cycle 3 H.P. Briggs &
Stratton engine
Rewind Starter
Universal Hoe Tines
Cutting width 22" expand-
able to 32"
Heavy duty gear case with
4 Timken bearings

GILSON Super TILLER

All deluxe features . . .
4 cycle 3 H.P. Briggs &
Stratton engine
Heavy cast iron base and
gear case
4 Timken bearings
16 guaranteed unbreakable
Universal hoe tines
Standard width 22" expand-
able to 32"
Swinging depth control

WRITE FOR
FURTHER
DETAILS TO
BOX 47—

PLYMOUTH, WISCONSIN
FREDONIA, WISCONSIN
GREENSBORO, NORTH CAROLINA

Name Lure and the Big Name Lure, a wide selection of spinning lures and poppers, and a complete series of Ball-Fly Jigs. Prominently featured is DuPont's Stren Spinning Line. A 14" x 24" full-color poster on Weber Nylon Spinning Line also is listed in the catalog. Free Moviegram fly casting instructions are offered to the trade. Weber Tackle Co., Stevens Point, Wis.

Write in No. B58 on card, Pg. 53

Dealer's Ideas on Advertising That Works

(Continued from page 36)

David's stages other means of advertising around these accounts, such as direct mailing of mimeographed cards advertising "specials" and telephone contacts. "If you can get a courteous girl right out of high school, one who wants to make spending money and likes to talk on the phone," Denenburg suggests, "both she and the store can make money. Once a customer has established an account with you, he's usually quite flattered by getting a personalized telephone announcement of a coming sale."

Other advertising mediums have been tried by David's but, with the exception of an hour-long disc

jockey show of good music, have been largely abandoned. The early days of television were a gold mine for the firm but after four years, the rates in metropolitan Houston became too high. Some 21 spot announcements a day were run for one three-month period, resulting in the biggest sale of power mowers in the store's history. But when David's found the bill running around \$3,000 a month, this medium was scuttled.

What's the trade secret behind a dealer who has opened a new store every 22 months since 1947? "Simple," Denenburg said, "Just get the word around! A man can pass your store every day of his life and still not know you're alive until he reads or hears about you. For me, if it can be pinned down to one word, it's been advertising." Contributing factors also behind the striking growth of David's

Hardware stores have been the booming city population and one of the world's biggest markets for outdoor merchandise and air conditioners.

Future plans? The owner grins and talks about his latest venture. When a business folded in which he had an interest, he suddenly found himself part-owner of a baby shop. "Since then, when I get bored with the nuts and bolts business, I head for the baby shop. You'd be surprised what a kick I get out of an occasional escape to work around those little pink and blue things! But not for a steady diet, of course."

Even after so much advertising experience, David Denenburg admits that he can still "goof" occasionally. Once, he recalls, he went on what he calls a "tear" and decided to give away parakeets with purchases of a certain amount. Then if the customer would teach the bird to say "David's," its owner would get a cash prize. "Without going into all the still-painful details," he stated, "let's say that the stunt attracted about as much attention as if I'd offered a 50 cents discount on a \$300 television set!" Then the reflective gleam of the

For information on
SALES AIDS
See Page 88



Sell Dayton Green Cap Rod-Tip Action Fishing Floats

Dayton's National Advertising creates sales. Dayton's high quality, perfect performance floats create repeat sales.

Be sure you sell Dayton's Rod-Tip Action (instant automatic line release) Fishing Floats for pan, spin and slip casting.



Ask your jobber about Dayton's self-service merchandising assortments. There one to fit your needs.

Self-Service Merchandiser—#3888

Dayton
BAIT COMPANY

2701 S. Dixie Drive
Dayton 9, Ohio

"Salt Water Proven" and PRICED RIGHT!

UMCO Royalite Tackle Boxes

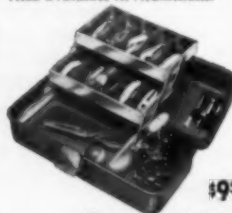
Only UMCO offers you 9* "Salt Water Proven" Royalite Tackle and Spin Boxes . . . each with bonus-quality features that have made UMCO Royalite models famous. Rugged, splinter-proof Royalite cases are impervious to salt water, oil, gasoline and acids, —have offset trays with Lur-Gard liners, separate reel compartments, extra reel and spool clips, etc. Priced right from \$6.95 to \$17.95 . . . sold by leading dealers everywhere!

*20 Aluminum Models also available.

MODEL 803R* COMBINATION TACKLE BOX

Royalite case with copper anodized aluminum hardware. 3 trays, 23 lure compartments—18 for spin lures, 5 for larger plugs. Separate reel compartment, extra reel clip inside cover.

*Also available in Aluminum.



MODEL 802R* TACKLE BOX

Royalite case with copper anodized aluminum hardware. 2 trays with 10 lure compartments. Separate reel compartment, extra reel clip inside cover.

*Also available in Aluminum.

See your jobber or write for literature.

UMCO CORPORATION SPRING PARK MINNESOTA

Most flexible, practical bolt merchandiser ever offered!

At least one out of every five customers who comes into your store needs bolts of some kind. But waiting on them personally takes valuable sales time. Now Lamson provides you with a timesaving, profit-building answer—Lamson "Serve Yourself" Bolt Trays. They're so flexible and compact you can spot them anywhere. They make bolts a profitable self-service item for you.



LAMSON "SERVE YOURSELF" BOLT TRAY
with zinc-chromate plated bolts



TOOL DEPARTMENT—Bolt Tray attracts more traffic to department. Often suggests a tool purchase—or tool buyer is reminded he needs some bolts.



CHECK-OUT COUNTER—It's easy for customers to forget to buy bolts. A Bolt Tray placed near the check-out counter or cash register builds impulse sales.



HOUSEWARES COUNTER—Bolts may suggest related items—or vice versa. The Bolt Tray is attractive enough and flexible enough to fit in any display area.

All bolts plated for eye appeal. Nuts included. Choose the type of bolts your customers ask for most often—machine, carriage, lag, stove, cap screws. Refills available from stock. Ask your Lamson Distributor for full information.

LAMSON & SESSIONS

5000 TIEDEMAN ROAD • CLEVELAND, OHIO

Plants in Cleveland and Kent, Ohio • Chicago and Birmingham





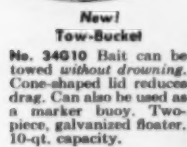
The Most Advanced Line in Fishing Equipment

Fishermen ask for Old Pal because of its quality . . . you should feature Old Pal because it's the most up-to-date line with new and exclusive items.



New! Hand-E-Floater

No. 14010 Designed for use both as a carrier and a floater. Galvanized, one-piece, round. Capacity equal to standard 10-qt. 2-piece floaters.

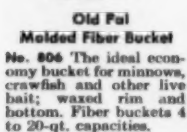


No. 34010 Bait can be towed without drowning. Cone-shaped lid reduces drag. Can also be used as a marker buoy. Two-piece, galvanized floater. 10-qt. capacity.



New! Oxy-Charger

No. 22010 A bubbler type bucket with a perforated plastic air pressure chamber. Minnows keep alive for days. Galvanized; 10-qt. capacity.



No. 806 The ideal economy bucket for minnows, crawfish and other live bait; waxed rim and bottom. Fiber buckets 4 to 20-qt. capacities.



Old Pal Plastic Spin Kit

No. 370 New, exclusive design. Can be used for spin kit or tackle box. Opens from both sides. 16 compartments—9 on one side, 7 on the other. Equipped with belt loop. Measures 9 1/4" x 4" x 2 1/2".

Order the complete line of OLD PAL Metal and Air Feeder Minnow Buckets, Bait Boxes, Worm Cans, Minnow Traps and Plastic Lure Boxes from your wholesaler.

Write for free illustrated catalog

OLD PAL, INC., Subsidiary of
Animal Trap Company of America • Litz, Pa.
Pascagoula, Miss. • Fenton, Mich. • Niagara Falls, Ontario

typical advertising man appeared in his eyes. "That stunt might have worked if I'd planned and timed it right. You know, I may try it again one of these days when business gets dull!"

The "Model" Trade

(Continued from page 37)

Another big source of leads on what a youngster is likely to buy in the model vehicle line is the history class at school. As soon as school opens every year a growing demand emerges for models of historic ships or vehicles. For example, many models of Old Ironsides, a Civil War vessel, are sold for \$2.98 each plus cost of paint and other supplies. Lindbergh's Spirit of St. Louis that made the first non-stop solo flight across the Atlantic is a good seller. The Tin-Goose that flew over the South Pole in 1929 is another. Some present day ships that have passed out of the news are revived in the history books. For example, the aircraft carrier, U. S. Forrestal, which is still afloat, sells for \$2.49. But the planes that are bought to cover Forrestal's deck frequently bring the total price up to \$7 or \$8.

The models of historic vehicles of war create a strong interest on the part of students in history. Teachers say it helps them get the facts of the past across in a most pleasing way. McWhorter ties in his stock of models with the course of history study and it is the source of many sales. Every kit of historic significance contains a printed sheet giving the historic facts of the vehicle the model represents.

He created another new line of sales recently when Old Hickory Dam was completed about 15 miles north of Nashville. A big interest in motor boats on Old Hickory Lake grew up almost overnight. McWhorter visited dealers in these boats and put scale models of the most popular types in stock and found them good sellers.

He is now so well known among the youthful fans they all call him "Mac." He has on his patronage list two boys, each of whom keeps on display at home about \$250 worth of models, nearly all of which were bought from Burrus toy department. These lads keep the models in their bedrooms displayed on peg boards where they create a nice museum effect. These two displays are a great advertisement for the Burrus toy department. They have a decided effect

ANOTHER NEW Arbogast® PROFIT MAKER FOR YOU

... famous for top-selling, fast-moving
Hawaiian Wiggler®, Hula Popper®, Jitterbug®



NEW SPINNING RIB-LIP®

Deadly double action attracts fighting game fish! New brightly flashing ribbed lip makes fish-attracting sounds. Jointed bodies give unusual life-like wiggle. Two No. 5 tinned treble hooks. Medium runner—slow sinker. 7 popular colors—Red Head, Frog, Black, Yellow, Perch, Shad, Coach Dog. Also assorted. 1/4 oz. Retail — \$1.35 each
Packed 12 to self-display carton.



YOU'LL LIKE THIS ADVERTISING SUPPORT TOO!

Famous ARBOGAST BAITS... will be backed up by the biggest advertising program in Arbogast history... designed to stimulate sales and to make even greater profits for you.

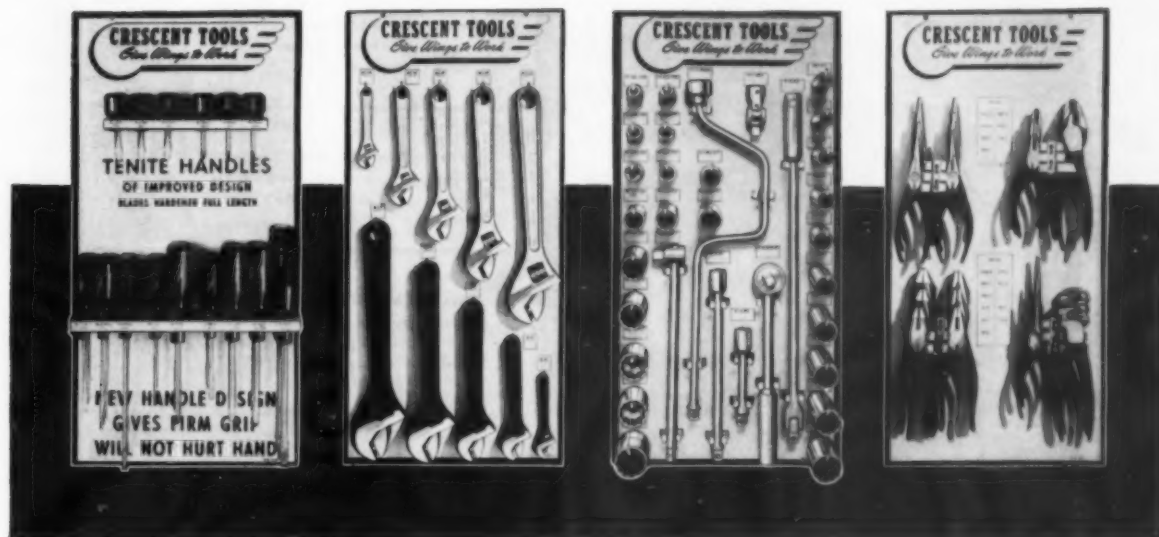
ORDER FROM YOUR JOBBER TODAY!

Write for FREE COLOR CATALOG on

Arbogast
"BAIT OF CHAMPIONS"

FRED ARBOGAST COMPANY, INC.
Dept. SH, 313 W. North St., Akron 3, Ohio

YOU'LL SELL MORE TOOLS WITH CRESCENT DISPLAYS



MOUNTING FIXTURES

Seven styles available for window, counter and floor use—mounting from one to sixteen display boards. All turn on ball bearings. No. FS4, illustrated, mounts sixteen panels, any two of which may be hinged to provide access to space inside.

The four displays illustrated above are typical of the 23 standard boards available at no cost to Crescent dealers. Each board is 12" x 24", silk screened in bright yellow and maroon. A space is provided for retail pricing below the tool number.

All tool assortments are logically grouped and only fast selling items in popular sizes are included. Make your selection from the Crescent Catalog and order from your jobber. You pay for the tools only—no charge for the display panels.



[®]Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by
CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK

NEW

BURGESS FLASHLIGHT BATTERY

WITH 4 OUTSTANDING SALES FEATURES!

1. LEAKPROOF 2. CHROME PROTECTED 3. SEALED IN STEEL 4. GUARANTEED



POWER PROTECTED 2 WAYS
INSIDE Exclusive BURGESS Chrome Protection cuts down internal chemical action when the cell is idle. Battery produces fresh power.
OUTSIDE Pure zinc inner can is protected by the new steel casing. This is a further safeguard against flashlight damage.

Advanced Design From Inside Out!

● **CHROME PROTECTED CELL.** Prevents waste of energy when cell is idle. Power stays fresh — delivers longer, more dependable service.



● **9-PLY LAMINATED BARRIER** prevents seepage of corrosive discharge, costly power loss. Extends battery life.



● **STEEL CAP AND BOTTOM PLATE.** Steel cap and bottom plate are locked securely to cell body assuring perfect electrical contacts.



● **HEAVY STEEL TUBE** completely sealed in steel feature. Forms rigid armor-plate, makes battery leakproof.



● **MODERN PACKAGE DESIGN.** An appealing eyecatcher. Highlights major features. Display and sell this newest concept in engineered energy!



BRAND NEW SALES MAKING DISPLAY PACKAGE



BURGESS Quality is Built Into the Complete Line



HERE ARE OTHER FINE PRODUCTS YOU SHOULD SELL . . .

Radars-Lights

AMERICA'S FINEST PORTABLE LIGHTS



\$12.40 Complete



\$8.95 Complete



\$6.95 Complete

SATELLITE TORCHES by BURGESS
THE ARISTOCRAT OF FLASHLIGHTS



2 CELL \$1.95



4 CELL \$3.29



JUNIOR \$1.75

Order from your Distributor NOW!

BURGESS BATTERY COMPANY

FREEPORT, ILLINOIS
 NIAGARA FALLS, CANADA

Division of Servel, Inc.

deep-milled
screw point for
nonslip feed

precision
machined for
smooth boring

genuine
solid-center
construction

highest quality
bit steel, hardened
throughout



ORDER NOW FROM YOUR WHOLESALER



NEW!

GREENLEE solid-center **UTILITY BIT**

A quality bit priced for fast turnover. Bores smooth, accurate-size holes. Fully guaranteed. Open stock available in all sizes from $\frac{1}{4}$ " through 1". You can depend upon GREENLEE for a complete line.

UTILITY BIT NO. 20

Size	4	5	6	7	8	9	10	11	12	13	14	15	16
List Price	.75	.76	.76	.80	.80	.84	.88	.92	.94	1.00	1.02	1.14	1.15

5-piece utility bit set in plastic roll

No. 20R-0 . . . in these popular sizes:
 $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{5}{8}$ ", $\frac{3}{4}$ "

No. 20R-1
Sizes $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{5}{8}$ ", $\frac{3}{4}$ " in canvas roll
List \$5.25

No. 20R-5
13 sizes $\frac{1}{4}$ " to 1" in
canvas roll
List \$12.30



\$4.30
LIST

GREENLEE TOOL CO.

1831 Herbert Ave., Rockford, Ill.

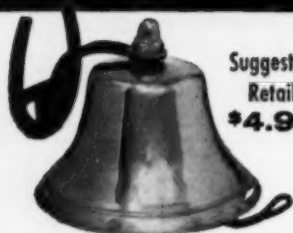
BELLS



Suggested
Retail
\$2.49

INDOOR-OUTDOOR HOME BELL
Gleaming, polished
aluminum bell, with satin
black ship's wheel bracket.

THAT



Suggested
Retail
\$4.95

BARBECUE BELL
Good luck horseshoe bracket, polished
aluminum bell with a clear, lasting tone.

SELL!



Suggested
Retail
\$7.49

PATIO-GARDEN BELL
Beautiful, fully polished brass bell
... a big seller everywhere, anytime.

- Complete Line
- High Profit
- Big Volume

Display packaged, full price range,
on all year 'round sellers. Perfect for
a hundred uses at home or away
... a big gift item.

Send for the Bevin Catalog

B **BEVIN BROS.**
MFG. COMPANY
East Hampton, Conn.
Sales Representatives
John H. Graham & Co. Inc.
105 Duane Street, New York 8, N. Y.

on boy acquaintances who come in to look at the peg board displays.

While some of the youngsters bring cash around to pay for the kit models, the source of nearly all the purchase money is the dads. They are the kind of toys which the parents are usually glad for the boys to have. A youngster who is intensely interested in this hobby isn't likely to be a juvenile delinquent. The hobby is not only a worthy time consumer, but is educational. In fact, it becomes so entrancing the dads themselves catch the fever and often become as eager fans as their sons.

There are some entire families on McWhorter's patronage list who share this hobby together, although Junior is usually the key figure to sell and satisfy.

One scale model that is heavily sought is the family car. Every time a new auto is purchased Junior must have the small replica of it to add to his collection. McWhorter can supply the kit for any current model car on the market.

Added to the transport models are models of historic guns and cannons.

To promote his complete line of toys at Christmas, McWhorter issues a catalog at the beginning of the buying season. To stimulate interest he scatters a few much desired toys out on the floor and lets the kiddies play with them. This may be playing a mean trick on the parents but the practice creates many new sales.

He has an electronic cannon that fires shells with a real bang. It attracts a lot of kiddy attention. When a flock of youngsters are in the store, McWhorter pulls the shells out of his pocket one at a time to give each kid the fun of firing it. One Christmas season he sold 48 of these electronic cannons at \$12.95 each.

A New Look at the Tax Laws

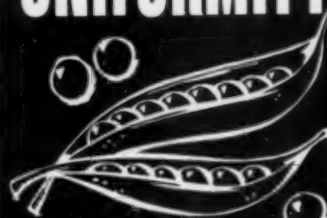
(Continued from page 40)

dict your future earnings in order to estimate the extent of the tax savings, if any, the election will afford you.

Problem Simplified

If you are not already incorporated and have remained unincorporated because of this tax problem, and now wish to realize the advantages of incorporating, the problem may be simple for you under the new amendment. It

UNIFORMITY



a screening
sales point?

AL-93 OPAL-94

Yes, indeed, your customers appreciate OPAL's dependable, roll-after-roll uniformity now provided by OPAL's advanced production methods. They also like OPAL BECAUSE:

Extra-Strength Selvage. All "fill wires" are woven into the copy-righted flat-wire selvage to assure added stability and strength.

Always lies flat. New automatic tension controls and hard rubber rolls prevent bulging or bellying.

Exclusive Marked and Measured Edge. This feature, patented for your protection, speeds dispensing, saves money and material... and what a tremendous convenience at inventory time.

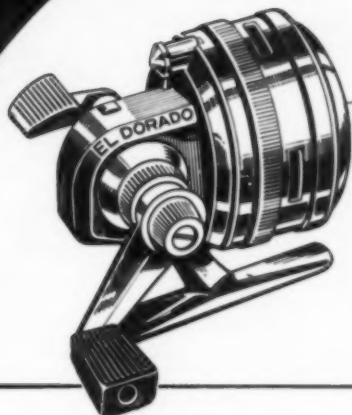
OPAL offers the
COMPLETE LINE!

You can simplify selling by stocking the complete OPAL line in Aluminum and Galvanized, Bright or Antique Bronze. Also Opal VINYLUM—the new wonder wire screening that "never grows old." If your jobber can't give you full details write to us TODAY!



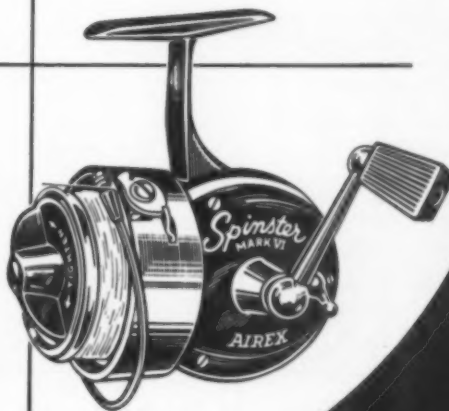
AIREX

REELS • RODS • LINES • LURES



ELDORADO—The finest and only closed face reel with cross-wind, oscillating spool. All new drag, smooth and sure. Handsome Gold Epoxolite finish, \$19.95

SPINSTER—Husky, reliable, all metal construction—the best open-face spinning reel for all fresh water and light salt water fishing. Sturdy Bronzine Epoxolite finish, \$15.95



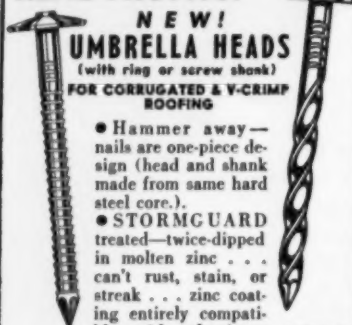
AIREX CORPORATION

Division of The Lionel Corporation

411 Fourth Avenue • New York 16, N. Y.

Take a good look... at **MAZE'S** **METAL ROOFING NAILS**

The "high quality" line
you can count on—
**FOR REPEAT SALES...
REAL PROFITS!**



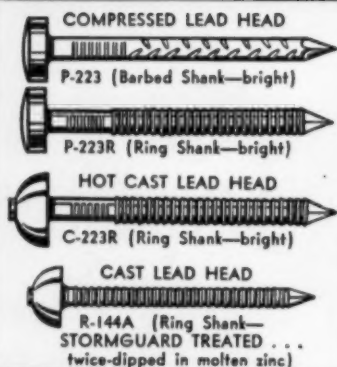
RING SHANK
Cat. No.
R-134A

**NEW!
UMBRELLA HEADS**
(with ring or screw shank)
**FOR CORRUGATED & V-CRIMP
ROOFING**

- Hammer away—nails are one-piece design (head and shank made from same hard steel core.).
- **STORMGUARD** treated—twice-dipped in molten zinc... can't rust, stain, or streak... zinc coating entirely compatible with aluminum roofing.
- Lighter weight than lead heads... **MORE NAILS PER POUND!**

SCREW SHANK
(CALK-SCREWS)
R-134S

LEAD HEAD NAILS HEADS FIRMLY ATTACHED TO SHANKS



SEND FOR FREE HANDBOOK & SAMPLES

NAME _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____
"IT PAYS TO BUY MAZE"



Peoria 8, Illinois

Phone 298

would seem at this point that the problems and dangers apply less to individual ownerships and partnerships which wish to incorporate than to the already existing corporations which wish to consider the advantages of making the election.

To attempt to point out all of the instances in which the election might backfire and cause more detriment than benefit would make this article much too long and technical, even if it were possible at this time for anyone to foresee all of the situations that might arise. Mentioning a few such problems may justifiably underline the thought that there are possible detriments and unforeseen consequences which might arise if the election is made without adequate study in each individual case.

Suppose an existing corporation has a substantial loss carry-forward, and, without taking this into consideration, elects to be taxed as a partnership. By so doing, it would lose the loss credit.

Suppose an existing corporation has presently an accumulation of earnings from previous years. It elects to be treated as a partnership and during the election year realizes additional earnings on which the stockholders must pay a personal tax whether distributed or not. The election works all right if the election year earnings are actually distributed. But suppose the corporation needs to keep these additional earnings and does not actually distribute them. This would be all right, too, if the corporation continued on the election basis for subsequent years since these earnings could be later distributed without additional tax.

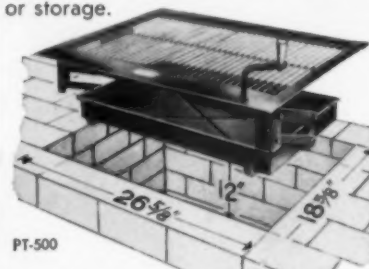
Problems

But suppose the corporation is automatically thrown out of its elected status in a later year. This could happen unexpectedly. For example, one of the stockholders might sell a share or so of his stock and create more than 10 stockholders. The way the law is presently written, it might be difficult, or even impossible, to then distribute the elected year earnings without paying a second personal tax thereon. The thinking now is that probably this result could not be avoided unless all of the corporate earnings other than the elected year earnings were first distributed, a practical impossibility in many cases.

The new law imposes a real problem by requiring unanimous

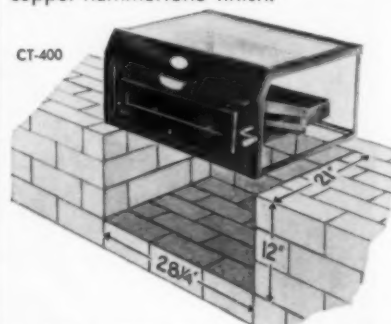
Feastmaster BARBECUES

Complete barbecue units ready for easy installation. Handsomely styled of sturdy steel construction. Simple to operate. Easily removed for cleaning or storage.



PT-500

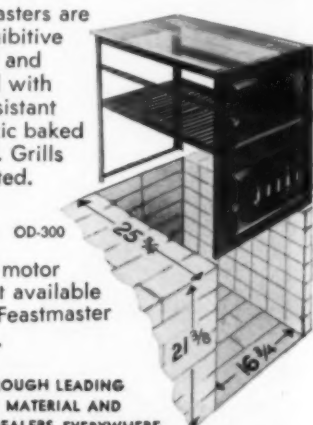
Model PT-500 (pit type) and Model CT-400 (cabinet style) for kitchen, patio or outdoor use. Crank raises or lowers fire, grill remains stationary. Black or copper-hammertone finish.



CT-400

Model OD-300. Burns wood or charcoal. Adjustable fuel grate. Black finish.

Feastmasters are rust-inhibitive primed and painted with heat-resistant non-toxic baked enamel. Grills are plated.



OD-300

Electric motor and spit available for all Feastmaster models.

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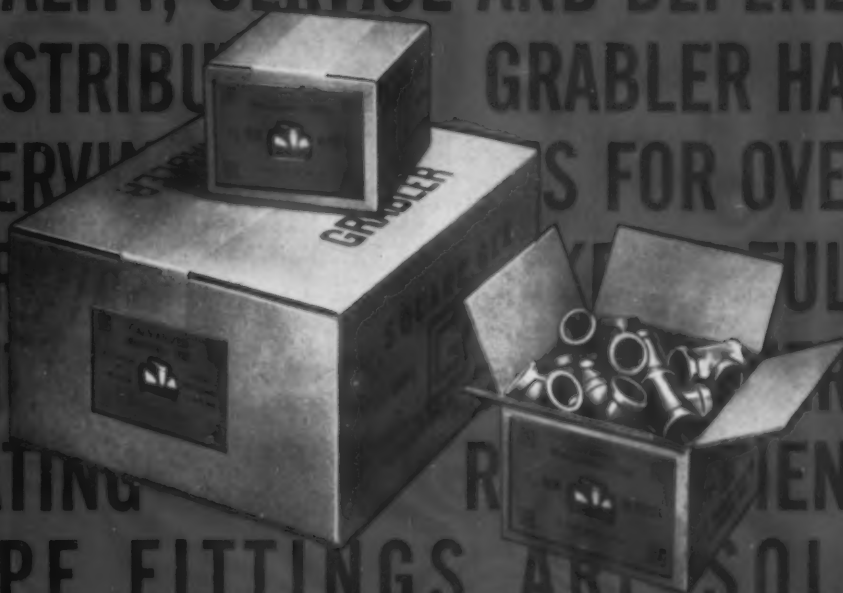
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consent of all the stockholders before the election can be made and also in order to maintain the status even after elected. A majority of the stockholders will not do. It would seem to present a real opportunity for a dissatisfied minority stockholder to give trouble and perhaps force the other owners to buy him out at a good price. He could, as in the above example, cause the corporation to lose its elected status by simply selling one share of his stock to another stockholder who refuses to consent, or by selling several shares so as to create more than 10 stockholders. Either of these actions would automatically terminate the elected status of the corporation and force it back into normal corporate tax treatment, perhaps at the very time that it would be very costly to make such change. The majority owners of the corporation are not normally so much at the mercy of a small shareholder.

Thus, it would seem that this tax benefit might be better used where the owners of the business are few, say three or four, rather than the full 10 the law allows. It is less likely that two or three stockholders, each having a substantial in-

terest in the business, would create such a problem than would be the case where there is a stray stockholder owning only a small portion of the business.

Benefits

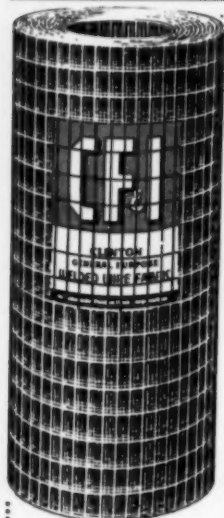
Back to the benefit side: in addition to the year by year savings that might result to a corporation which can handle the difficulties such as described above, the Act presents some possibilities for benefits to be gained by a temporary election, say for one year to be terminated the following year. Thus, if the corporation has a particular year in which heavy losses are contemplated, and the individual owners have income from other sources, the election for this particular year would enable the individual owners to offset the loss against their other income. In other words, that particular year they make better use of the loss credit than the corporation could.

Also, if the corporation expects to sell a substantial part of its assets during a particular year, an election for that year might be used to make less difficult the disposal of these assets with favorable tax treatment.

The foregoing are a few benefits and detriments which may reasonably be pointed out at this time. If you decide to make the election (either to be taxed as an individual or partnership, if you are already operating as a corporation, or, if not, to incorporate and then so elect,) here are a few things that will interest you.

The corporation may not elect the tax treatment discussed in this article unless all of the stockholders consent. This means all of the stockholders of record as of the first day of the taxable year, or if you make the election after that date, stockholders of record when the election is made.

Once your company has made the election it can change back only if all of the stockholders consent to the change-back, or if a new person becomes a stockholder and refuses to go along with the election, or if your corporation ceases to qualify as, for example, if it acquires more than 10 stockholders or acquires a nonresident alien as a stockholder, or another corporation as a stockholder, or if your corporation derives more than 80% of its gross receipts from sources outside of the United



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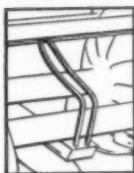


The Level Wind that casts 15% farther



NEW OCEAN CITY 945

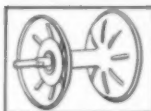
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Imagine a reel where a flick of your thumb cuts out the level wind movement and adds 15% to your cast. Or one you don't have to disassemble when removing the level wind for cleaning. One that provides instant free spooling.

Here It Is... the Ocean City "945," Topsail Mono-line, one of a *new series* offering spectacular features and performance, with line capacities up to 225 yds. 15# monofilament.

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class for resisting nylon-line build-up. Reason: fluting distributes line pressures; reinforcing prevents spread.

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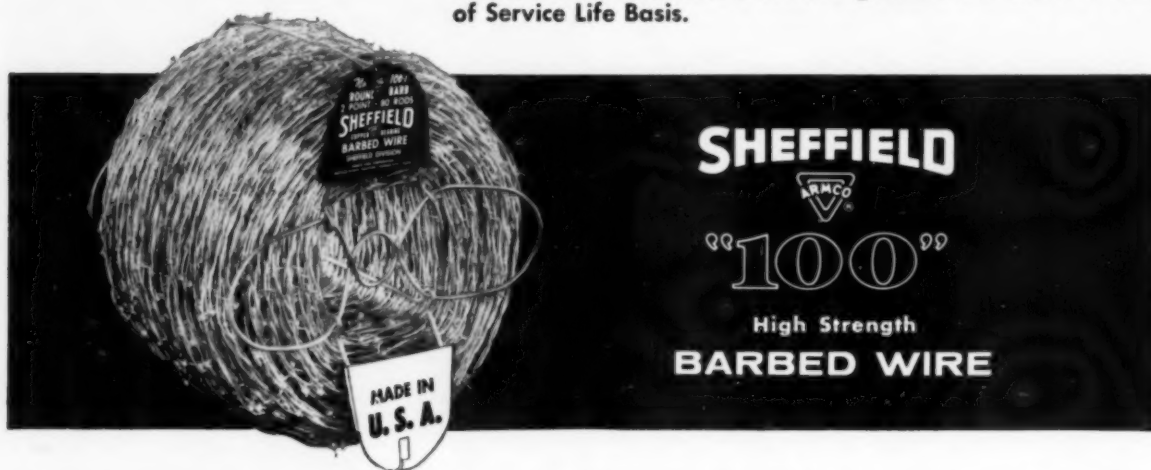
THE DIFFERENCE — Between WAGES Paid AMERICAN WORKERS and Wages Paid WORKERS IN OTHER COUNTRIES

Some farmers feel that American wages are too high. But when you stop to think that if the American wage scale were the same as the scale* in foreign countries, then American workers could buy a great deal less of the food and fiber your farm customers produce.

Wages of workers in other lands do not permit them to purchase the food and fiber your farm customers produce except the surplus that is either given away or sold at prices below the American market. As tax payers, every dealer, every farmer and every worker helps pay for such subsidy losses.

*Only about 1/3 of the American scale, according to tables prepared by the American Tariff League.

THE DIFFERENCE — In Quality Makes U.S.A. Barbed Wire By Far the BEST BUY For Your Farm Customers When Figured On a Cost Per Year of Service Life Basis.



UP TO 20% STRONGER Your customers can stretch it tighter and come up with a strong string of fence that will need less time and expense to keep in repair.

PLIABLE FOR EASY HANDLING It's no trick to make stronger steel wire. Through years of research, Sheffield metallurgists discovered how to keep stronger wire pliable — easy to handle.

TIGHTER GALVANIZING Also, Sheffield metallurgists found a way to make galvanizing stick tighter to the stronger steel.

EVENLY SPACED BARBS Whether two point, or four point, the sharp barbs on Sheffield "100" are evenly spaced — no misses.

NON BRITTLE — NOT SOFT Sheffield "100" Barbed Wire is uniform. Sheffield's quality controls prevent wire that is too brittle or too soft from getting on the market.

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Made By Neighbors Of Yours Who Stand Behind Every Reel

SHEFFIELD DIVISION



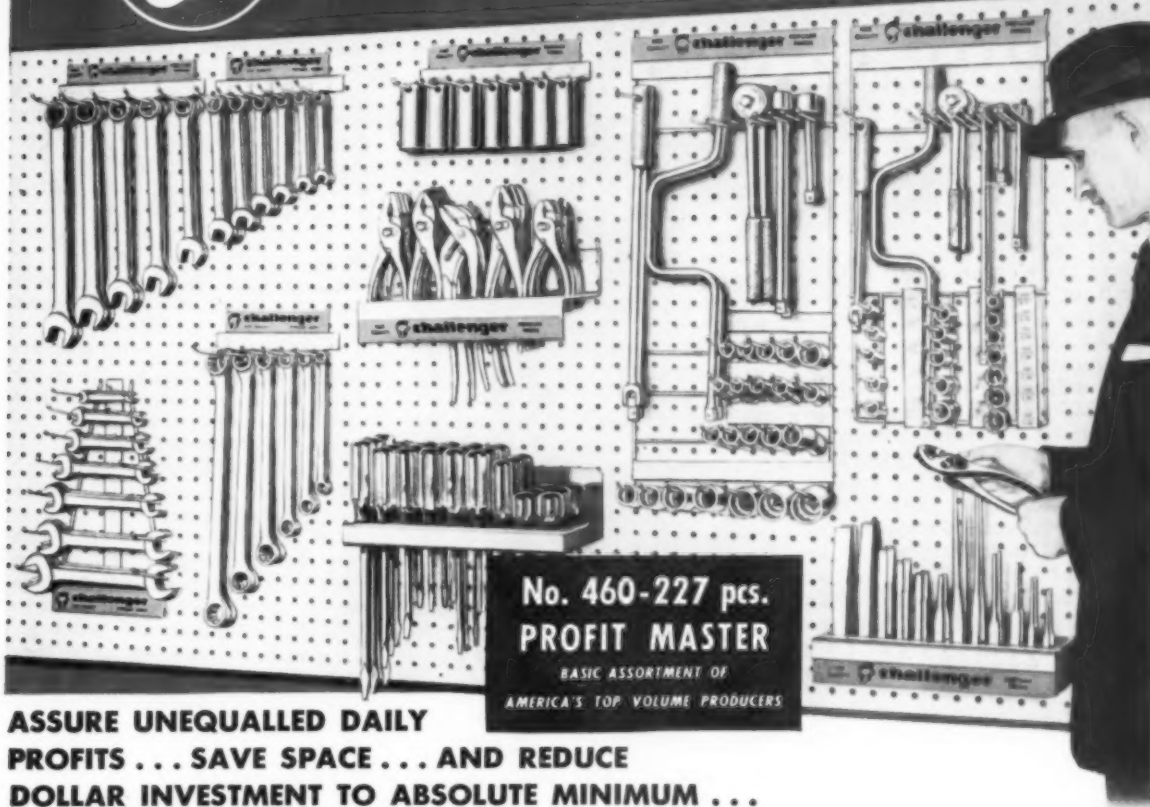
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New OF STREAMLINED ASSORTMENTS challenger 'Wall-ettes'

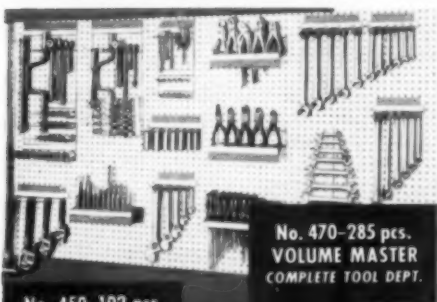
ORIGINATED BY PENENS TOOL CORP.

THE COMPACT *Self-Service Units* THAT REVOLUTIONIZED HAND TOOL MERCHANDISING



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PROFIT MASTER**
BASIC ASSORTMENT OF
AMERICA'S TOP VOLUME PRODUCERS

ASSURE UNEQUALLED DAILY PROFITS . . . SAVE SPACE . . . AND REDUCE DOLLAR INVESTMENT TO ABSOLUTE MINIMUM . . .



**No. 470-285 pcs.
VOLUME MASTER
COMPLETE TOOL DEPT.**

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SET ASST.**



You get sales action like never before . . . because these New Streamlined Assortments are composed entirely of Sales-proved "Wall-ettes" that are producing top volume in thousands of stores today.

Moreover . . . only tools in heaviest daily demand are featured . . . Fine Quality, Nationally Advertised Challenger Tools at low popular prices that make dollars turn F-A-S-T.

Also note these Extra Dealer Advantages . . . 1) 100% SELF-SERVICE PERMANENT METAL DISPLAYS (with slide-in price markers) cut sales costs to rock bottom . . . 2) DISPLAYS ARE FURNISHED FREE with Assortments . . . 3) PROMPT REFILLS FROM SUBSTANTIAL JOBBER STOCK means less investment in "back-up" inventory . . . 4) EXTREME COMPACTNESS OF "WALL-ETTES"

saves space, permits endless group arrangements . . . 5) EVERY TOOL IS FACTORY GUARANTEED for Precision Manufacture, Fine Finish, Quality Material.

ASK FOR DETAILS TODAY on these New Low-Cost, Volume Turnover, Ultra Streamlined Challenger "Wall-ette" Assortments (Or select your own Assortments from 42 Individual Units). CONTACT YOUR JOBBER or write

PENENS TOOL CORP., SCHILLER PARK, ILLINOIS
ORIGINATORS OF "WALL-ETTES"
BRANCHES IN CHICAGO, ILLINOIS, AND IN ALL MAJOR CITIES

States, or if your corporation's gross receipts are derived from interest, dividends, rents, royalties, or other similar forms of income.

Restrictions

It is also difficult to be wishy-washy about the matter. If you first make an election, and later terminate the election and go back to the normal form of corporate taxation, your corporation can't then re-elect this tax treatment until five tax years have passed. The Commissioner can grant you an exception to this rule if you can show him good reasons for jumping around so much.

If you decide to make the election, you must do so either in the month before the beginning of the taxable year for which you are making the election or in the first month of that year. When you make the election, it is effective for that taxable year and also for subsequent years until terminated.

You will make your election on Form 2553, which has been made available by the Internal Revenue Service, which includes such pertinent information as the consent of all shareholders, showing the name and address of the corporation and of each shareholder, the number of shares of stock owned and the date or dates acquired by each shareholder. If you don't use the Treasury Department Form 2553, your own form must give the same information.

Having made the election, you will later file your corporation income tax return on a new form which has just been issued and known as Form 1120-S. This new form includes a distribution schedule showing how the net income is divided among the shareholders. Each shareholder must, of course, include in his individual tax return the amount shown in this schedule as being his distributive share of the net income, whether or not it is actually distributed to him. Thus, even if some of the profits are left with the corporation for expansion or to strengthen the surplus account, the individuals must still pay their personal tax on such amounts, although they won't have to pay it again later when they actually receive the money and there has been, of course, no corporation income tax paid.

The payment of personal income tax on earnings which are left with the corporation might work out well in many instances. Remember,

however, the difficulty mentioned earlier in this article where the exempt status is later lost. Certainly the wealthy stockholder who is in the high income tax bracket would rather pay the normal corporate income tax than his personal tax on money which is actually being left in the corporate treasury. Corporations which wish to retain, rather than distribute, a substantial part of their earnings would do well to go slow and consider the possible detriments that might result.

Study Carefully

Tax changes which suggest benefits must always be considered very carefully by each individual taxpayer. Sometimes they turn out, in the long run, to be mere tax deferments and occasionally even increase the total amount of tax paid over an extended period of time. The marital deduction trusts in connection with the federal estate taxes have, sadly enough, worked out this way in a few instances.

In most cases, the benefits of the present amendment are real. You will want to analyze the amendment, its benefits and possible difficulties, carefully in connection with your own particular business. You may find that this amendment and this election are just what you have been needing.

More "Breathing Room" Through Expansion

(Continued from page 44)

to housewares of which line Schnabel's carries an unusually wide inventory.

The building, constructed before cantilever roofs became a popular feature, has several rows of concrete and metal supports running through the middle of the store. But this disadvantage has been used to advantage. Around each support, and extending up to six or eight feet, the Schnabels have constructed peg board displays.

Attached to the peg board are literally hundreds of assorted items carried by the store. Most are in reach of the customer. All are re-

placed if taken down, so that there is never a gap in the display line.

Instead of being a nuisance, those supporting pillars have been converted into display islands—upright display islands.

Another advantage of the new store is ample space in the rear for storing merchandise, something that simply did not exist in the smaller store.

"Yes," Schnabel said, "it's big. But this is the first time in our existence that we have been able to show more than a small fraction of the merchandise we carry. Our stock, with the exception of the three or four main departments, may seem to be scattered about in a haphazard manner, but we want it that way.

"In this method of displaying items, customers who come in for one item may find something else that they want, and this increases our unit sales.

"We encourage them to do their own shopping, but at the same time, we never forget that most hardware items need to be explained or presented to customers, so one of us is always on hand and ready to aid a customer when help seems to be needed.

"At best, a hardware store can only be partially a self-service store. And its success still depends largely on the service which it can give the customers who come in. Expansion has enabled us to present more merchandise to more customers in a more advantageous manner."

How Fencing Expanded into Leading Profit Line

(Continued from page 45)

"At the outset we had three employees in the department; now we have 30."

One-third of the Hackney Hardware fence business is retail, largely to home-owners, some to industries. Last year's total trade in materials was \$233,655; in erecting, \$33,681.

The company employs two full time erecting crews and farms out what they cannot handle.

Out-of-town erecting jobs require two trips—one to set the posts, another to erect the fencing—and cost the customer about \$25 extra. And here, Hackney explained, is where the small-town retailer can step in and profit.

Hardware dealers in large cities cannot compete price-wise with

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CATALOGS & BULLETINS
See Page 57

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BATS**

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fencing specialists, such as Hackney Hardware, who buy in carload lots. But the small-town dealer can sell and erect fencing in his trade area at a worthwhile profit.

"Such a dealer," Hackney said, "need stock only enough fencing for display. After that he can buy by the job and have the erecting done by regular store employees. He wouldn't have to carry fencing specialists through the winter as we do."

"I earnestly believe there is a fine field among small-town hardware men for fencing. The potential sales are there and the initial investment is small."

Before handling fencing, the Hackney store handled the routine hardware lines, specializing in nuts, bolts, and screws. The latter lines are still carried but no housewares, plumbing, or appliances are handled because of the heavy concentration on fencing.

Gates and fittings are made in a yard adjacent to the main store. Last year Hackney leased a metals plant a few blocks distant, now casts his own aluminum fittings, makes gate scrolls, lawn mower bases, flower boxes, and other small metal products. During bad weather, little work time is lost as outside men can be kept busy stamping, building gates, and stocking parts.

Hackney Hardware's principal fencing business is chain link but a year ago the company pioneered redwood fencing in the Birmingham area. Hackney reported it is gaining fast in popularity. Here again, he added, is an excellent opportunity for hardware dealers in small towns.

Redwood fencing is a cheaper grade than that used in construction. Home-owners prefer it for the privacy it affords over wire fencing.

Steady Gain in Paint Sales

(Continued from page 48)

her own choice. Dobkin learned precisely the tone of color she expected, and by further mixing at no cost to the customer, achieved complete customer satisfaction.

In another instance where a customer bought paint and was dissatisfied with a job handled by a painting contractor, Dobkin looked over results, pointing out that the surface had not been properly prepared. Rolling up his sleeves in the customer's home, he

sandpapered the kitchen door, repainted it, and made a sizable sale.

"Sometimes a good selling job means no more than taking the time and patience to go over the ground carefully before handing out a can of paint," he explained.

Furniture finishing, both unpainted and with an existing finish, brings good volume, provided the dealer can furnish detailed and careful instructions. Carrying a wide selection of stains, Dobkin's Hardware, Inc. here too recommends the dealer be skilled in mixing stains to customer satisfaction.

Promotion at Dobkin's consists of a full display window in spring and fall featuring cans of paint, ladders, brushes and other accessories; direct mailing of 500 paint brochures which cost 17 cents each and require about six hours for stamping and addressing; paint highlighted in a circular along with assorted items; and 40 feet of paint shelves devoted to open display. The paint brochure is a manufacturer's preparation and Dobkin's sends it only to customers on the paint mailing list. Some 8,500 circulars are sent out in four mailings in February, April, July, and October. Paint sticks and hats are given with purchases of one quart of paint or more.

Selling 90 percent of its volume in paint to the retail trade and 10 percent to contractors with established credit, Dobkin's Hardware finds it profitable to build volume through maintenance accounts. Spending about three hours a week, Mr. Dobkin approaches the maintenance trade in his neighborhood inquiring about paint needs on their housing developments. His visit is preceded by a letter that was mailed a week or two prior to his visit.

"This extra volume balances sales volume throughout the year. It puts us in a better buying position," he said in his discussion of maintenance accounts. "We want to build volume in the maintenance business to weather any storm ahead."

Circulars of diversified items at good prices are planned also to build volume and traffic.

"Many items in the circular are short-profit items that customers may find here at good prices. We hope to impress the neighborhood with our wide variety and excellent prices," he explained.

Paint serves further as a stimulant to rentals of ladders, floor sanders, and waxers.

How to sell more screening now!

Use these merchandising aids to:

- boost your sales of Cyclone Fiberglas Screening
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- make your store **SPRING SCREENING HEADQUARTERS**

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This smart, eye-catching floor merchandiser makes more screening sales for you. It keeps Cyclone Fiberglas Screening out where your customers can see it; reminds them to buy screening now before the Spring rush. It saves you time, money, effort and space; makes your screen handling costs lower; increases your profits. The pre-cut packages are ready to hand your customers without any measuring, cutting or wrapping. The displayer is available from your jobber, complete with 5 rolls each of 5 screening widths—26", 28", 30", 32", 36"; 2 rolls of each width in 78" length; 3 rolls of each width in 66" length. Refills are also readily available.

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**CYCLONE FIBERGLAS
WALL DISPLAYER**

Hung in a prominent place in your store, this attractive wall banner takes up no selling area; calls your customers' attention to the insect screening; reminds them to replace, repair or build new screen now before they are needed for the first spring flies.



**CYCLONE FIBERGLAS
MAILER AND GIVE-AWAY**

This informative little folder can be included in your monthly mailings... can be wrapped in packages... can be handed out in the store. It tells your customers why Cyclone Fiberglas Screening is the best screening to use to repair old screens and gives complete information on installing Fiberglas Screening.



**Cyclone Fence Dept.
American Steel & Wire
Division of**



United States Steel

**Cyclone Fence Dept.
American Steel & Wire
Dept. DD-39, Rockefeller Bldg.
Cleveland 13, Ohio**

Please send additional information on Cyclone pre-cut Fiberglas screening.

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USS CYCLONE "RED TAG" HARDWARE PRODUCTS include: Bronze, Galvanized Steel and Aluminum Screening Lawn Fence and Flower Bed Border • Door Mats • Aluminum Rose Trellis • Hardware Cloth • Catch-All Baskets

DEALER SALES AIDS

For more information on these sales aids use the free post card on page 53

Measuring Tools Target

The Turnover Target, introduced by The Lufkin Rule Co., Saginaw, Mich., to increase sales on measuring tapes and rules, is basically a circular display panel for the back wall of the tool department, with hooks provided for complete inventories of each of the basic 21 items.

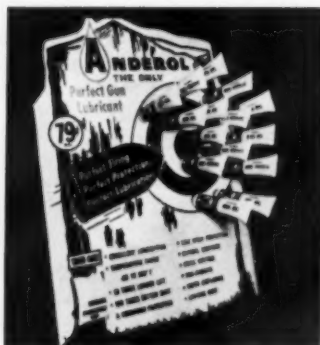


Included in the package are complete instructions, one each of the basic 21 items, a basic stock and price list, extra order forms, and other sales aids. All are furnished at no charge except for the merchandise, which is sold at regular prices. Since only one of each item is included, the cost is kept to a minimum, the company points out. For more information—

Write in No. J1 on card, Pg. 53

Gun Lubricant Display

To bring gun lubricants from under the counter to up front for self-service purchases, Lehigh Chemical Co., Chestertown, Md., is introducing the bulls-eye display counter display card. The individual tubes of lubricant are stuck into the bulls-eye area



like darts, while descriptive matter is printed boldly on the merchandiser. For more information—

Write in No. J2 on card, Pg. 53

Reel-O-Rope Rack

The Reel-O-Rope Display Rack No. 625 is furnished free to dealer with his first order for a minimum complete loading of rope, the St. Louis Cordage Mills, Eleventh & LaFayette, St. Louis 4, Mo., announces. The rack holds six reels of natural fiber



ropes or 12 reels of synthetic fiber ropes, and the dealer can select his complete loading from any combination of these.

To boost sales—the rack's three color sign suggests many rope uses; manila and sisal rope are marked every five feet and a scale is provided on the rack for measuring other ropes; rack is finished in red and occupies less than four square feet of floor space. For more information—

Write in No. J3 on card, Pg. 53

Ceramic Switch Plates

A self-service wire rack counter merchandiser to stimulate impulse sales of Yale hand-decorated ceramic switch plates is announced by the



ceramic department of The Yale & Towne Manufacturing Co., New York, N. Y.

The display holds 16 single switch plates and 16 double switch plates in eight different designs, ranging from contemporary to traditional. Each of

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STANDARD QUALITY TOOLS AT REDUCED PRICES
WITH FULL MARGINS OF PROFIT FOR YOU



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the F57-S NAIL HAMMER

16 oz. Polished Octagon Head
Non-Breakable Fiber-Glass Handle
Green Throat—Grey Neoprene Covered Grip

the OAN11½-S NAIL HAMMER

16 oz. Polished Octagon Head
Octagon Pattern Hickory Handle
White Throat—Green Grip



**PLUMB
SPECIAL**
\$4.50 VALUE
NOW \$3.99

NUMBER	REGULAR RETAIL VALUE	SPECIAL SALE PRICE	YOUR COST	YOUR PROFIT
F57-S	\$5.25	\$4.99	\$3.33	\$1.66

Packed—4 to Box—Wt. 6 lbs.

NUMBER	REGULAR RETAIL VALUE	SPECIAL SALE PRICE	YOUR COST	YOUR PROFIT
OAN11½-S	\$4.50	\$3.99	\$2.67	\$1.32

Packed—4 to Box—Wt. 6 lbs.

Patented Permabond Assembly Keeps Handles Tight



**PLUMB
SPECIAL**
\$3.50 VALUE
NOW \$2.99

the L81-S NAIL HAMMER

16 oz. Polished Head
Flat-sided Hickory Handle
White Throat—Green Grip

the 16-S NAIL HAMMER

16 oz. Metallic Green Head
Oval Pattern Hickory Handle
White Throat—Green Grip



**PLUMB
SPECIAL**
\$2.60 VALUE
NOW \$1.99

NUMBER	REGULAR RETAIL VALUE	SPECIAL SALE PRICE	YOUR COST	YOUR PROFIT
L81-S	\$3.50	\$2.99	\$2.00	\$0.99

Packed—4 to Box—Wt. 6 lbs.

NUMBER	REGULAR RETAIL VALUE	SPECIAL SALE PRICE	YOUR COST	YOUR PROFIT
16-S	\$2.60	\$1.99	\$1.33	\$0.66

Packed—4 to Box—Wt. 6 lbs.

ALSO AVAILABLE

ASSORTMENT PACKAGE No. 1234

Contains 1 Each F57-S, OAN11½-S, L81-S and 16-S Hammers

REGULAR RETAIL VALUE	SPECIAL SALE PRICE	YOUR COST	YOUR PROFIT
\$15.85	\$13.96	\$9.33	\$4.63

IDEAL "FULL MARGIN" SPECIALS for HARDWARE WEEK

FAYETTE R. PLUMB, INC. • PHILADELPHIA 37, PA., U.S.A.



"EVERYTHING HINGES ON HAGER!"

C. Hager & Sons Hinge Mfg. Co. • St. Louis 4, Mo.
In Canada, Hager Hinge Canada Limited • Kitchener, Ontario

Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



the 32 switch plates is individually bubble-packed. The special packaging is designed also to promote the sale of these switch plates as gift items.

The merchandiser is available free to dealers who purchase its accompanying stock at dealer prices of \$33.60. Suggested total retail value of the switch plates is \$56.00. For more information—

Write in No. J4 on card, Pg. 53

Electric Line-Winder

Designed to take all the work out of winding bulk fishing lines on reels, Western Fishing Line Co., Glendale 4, Calif., has introduced the "Line-O-Matic," a fully-automatic electric unit. It is offered on an exclusive Western Lend-Lease Plan which puts the machine in the dealer's shop at no cost.



The machine features a rigid steel base in grey crackle finish with chrome plated fixtures. Two bulk spools are interchangeable on self-centering spindles especially designed to handle either heavy bulk spools or lightweight 6-connected standard spools.

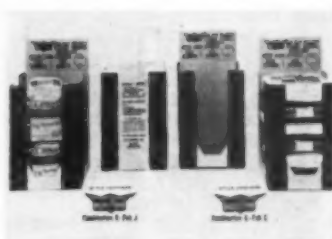
Line passes through a tension-guide to the automatic re-set counter that measures yards in either direction. Any conventional-type salt or fresh water reel is accommodated on the adjustable locking reel seat. For more information—

Write in No. J5 on card, Pg. 53

Marine Equipment "Paks"

To merchandise its marine safety equipment more effectively, Style-Crafters, Inc., Greenville, S. C., is packing combinations of most popular colors, sizes, and styles in small display cartons. The two-color Combination 6-Pak cartons serve both as shipping and display-dispensing units.

The 6-Pak C (Cushions) Combination contains two white plastic cushions, two striking red plaid cushions, and two heavy red duck cloth cushions, all Coast Guard approved.



The 6-Pak J (Jackets) Combination contains three adult size, two medium child size and one small child size, Coast Guard approved life jackets. For more information—

Write in No. J6 on card, Pg. 53

Carded Bike Locks

Three models of bicycle locks are being offered on display cards by Slaymaker Lock Co., Lancaster, Pa.

Combination, laminated, or low-cost alloy bike locks are available



mounted six to a sturdy, colorful, 10 1/4" x 15", punched card. Each display is individually boxed and shipped 12 or 24 to a carton.

Descriptive literature, price sheets, and other information is available. For more information—

Write in No. J7 on card, Pg. 53

Garden Chemicals Unit

A self-service display which can be used as either a floor or counter display for lawn and garden chemicals is introduced by the Black Leaf Products Co., 6147 North Broadway, Chicago 40, Ill.

The colorful display, "Profitmaker Display #5," comes in a self-shipping carton which can be used as a floor stand. The unit is compact and requires less than 1 1/2 square feet of space. It is offered free along with a free illustrated Lawn & Garden

Maintenance Guide and free advertising mats.

The assortment of products includes: six 5-oz. bottles of Malathion Spray; nine 2-oz. bottles of Black Leaf "40"; six 8-oz. plastic spray canisters of Rose Leaf Floral Dust; three 1-qt. cans of Wilt Weed Killer;



and six 1-lb. boxes of 10% Chlordane Dust. The merchandise included with this display has a retail value of \$35.70; dealer cost is \$21.41. For more information—

Write in No. J8 on card, Pg. 53

Game-Bird Calls Display

The Philip S. Olt Co., Pekin, Ill., is offering dealers a free advertising display for its line of game-bird calls. The over-all size of the display is 18" x 8", and it is printed in five colors on clear look-through acetate



material with the "Goodstix" feature which makes display easy to attach to the window or inside counter.

The display can be furnished for dealers through free advertising aid cards included in each half dozen calls or upon request. For more information—

Write in No. J9 on card, Pg. 53

Southern Screw Co., Statesville, N. C., offers the Wood Screw Actual Size Chart which is designed especially for the hardware dealer with a customer who wants a wood screw "just about this size." The chart illustrates the actual size of wood

(Continued on page 94)

screws in lengths from 3/16" to 6" and #0 to #24 diameters. Also illustrated are driver types and head styles with materials and finishes listed. The chart is printed on glossy stock. Dealers may obtain the chart without charge from their distributor—available through this source only. For more information—

Write in No. J10 on card, Pg. 53

Stanley Hardware, division of The Stanley Works, 195 Lake St., New Britain, Conn., announces new and improved merchandising features for its cabinet hardware, including visible packaging, and self-service displays. Available to dealers is the new C-2 pegboard display stand. Fifty-seven select items are now visually packed, mounted on yellow and black space-saving cards, on the back of which carry all customer information: item name and number, suggested usage, proper application, finish, and materials. For more information—

Write in No. J11 on card, Pg. 53

Moto-Mower, Inc., Richmond, Ind., offers its dealers a complete merchandising package. Included are window display materials, store banners and streamers, point-of-sale materials, mower stands, and colorful handle cards. In addition, a strong local advertising program including co-operative advertising is offered. For

more information—

Write in No. J12 on card, Pg. 53

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. M-62T contains metal wall merchandiser and 13 bit assortment of the Irwin Sello-paked 62T Bits, one of each size 4/16" through 16/16". No. M-88 contains metal wall merchandiser and 20 bit assortment of the Irwin Sello-paked Speedbor "88" Wood Bits for electric drills, two each of even sizes and one each of odd sizes 1/4" to 1". No. 430 contains metal wall merchandiser with assortment of 30 amber plastic handle screwdrivers in the five most popular sizes. All displays have colorful baked enamel finish and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Write in No. J13 on card, Pg. 53

The Eclipse Lawn Mower Co., Prophetstown, Ill., announces that a direct mail broadside on Eclipse Wasp chain saws is being mailed free in quantities up to 500 for dealers ordering two or more saws. The colorful broadside opens up to 34" x 23". Dealers wishing to use more than the 500 free maximum may order additional copies "in-the-mail" at a cost

of two cents each. For more information—


Write in No. J14 on card, Pg. 53

Style-Crafters, Inc., Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full - color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV spots, and packaging. A new aluminum floor display rack which holds a full 2-dozen assortment of the company's various products and which features an enameled red, white, and blue double faced sign is also available. For more information—

Write in No. J15 on card, Pg. 53

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of

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Eppinger's Genuine**



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increase your profits 4 to 1.
over 50 years of fisherman
acceptance and confidence.

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ACCO
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AMERICAN CHAINS
for Farms, Homes, Industry
and Transportation

for Steady Profits all year 'round—

**Buy AMERICAN
Display AMERICAN**
In this sales-making Stand

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Sell AMERICAN
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Pegboard or Easel Type

DISPLAY RACKS FREE

Take Tacks off the shelf — ask
your jobber to equip your store
with the new Cross Display Rack
— and watch your sales increase.



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SEE-PACK

The Most Dramatic
PADLOCK PACKAGE
in the world...

World's Largest
Producer of
Brass Padlocks

Slaymaker

LOCK CO. LANCASTER, PA.



**SWEDISH
WOOD
CHISELS
GIVE
YOU
PROFABILITY***

Gensco Swedish wood chisels are the finest line you can sell. Home owner, hobbyist, carpenter or cabinet-maker all recognize them as the highest quality they can buy.

Made of famous Swedish forged steel, hand ground, honed and polished. Unbreakable Tenite II handles. The quality of Gensco chisels surpasses all others in their field. Sell Gensco, the line that sells fast, at a full profit.

Other Products include:
Bushman Bow Saws, a Full line of Builders' and Shelf Hardware, Stove Bolts and Wood Screws.

* Profability—that quality in Gensco tools that makes them sell easily, satisfy customers, maintain a full profit margin.

GENSCO TOOLS

Division of General Steel Warehouse

1806 N. Kostner Avenue • Chicago 39, Illinois

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MERMAID
MEANS PROFITS!**

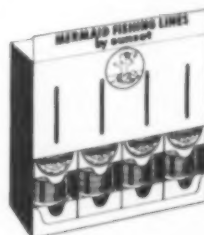


**NO GIMMICKS, NO GIVE-AWAYS
JUST 100% DEALER PROFITS**

Maxium Profit Per Spool with Guaranteed Top Quality. SUNSET brings you this perfect combination in fishing line sales with its all-new "Mermaid" brand. Price is competitive with other top quality lines. Dealer profit is the biggest in Sunset's history—a full 100% mark-up!

Popular line sizes in 2 and 4 dozen assortments of—

- LIGHT MONOFILAMENT
- MEDIUM-TEST MONO
- CASTING LINE
- SURF-SQUIDDING



Packaged in new gleaming gold foil counter dispensers

**MAIL THIS COUPON TODAY FOR
COMPLETE "MERMAID" INFORMATION**

sunset fishing lines
PETALUMA, CALIF. OR FLORENCE, ALA.

Rush catalog literature on new MERMAID—

- ☐ Light Monofilament (4-10 lb. test)
☐ Medium-Test Monofilament (10-20 lb.)
☐ Mermaid Casting Line (12-25 lb.)
☐ Surf-Squidding Line (18-45 lb.)

STORE NAME _____ (PLEASE PRINT)

ADDRESS _____

CITY & STATE _____

SA-2

rope, which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising an assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Write in No. J16 on card, Pg. 53

Langley Corp., 310 Euclid Ave., San Diego 12, Calif., is offering a 17" x 20" display banner free to all dealers. Printed in bright green and black on a fringed white satin background, the banner features the symbolic Langley sea-lion. Pressure-sensitive adhesive backing at the top permits mounting of the banner to the wall behind the reel display. For more information—

Write in No. J17 on card, Pg. 53

Daisy Manufacturing Co., Rogers, Ark., has created a free dealer promotion package consisting of: a pyramid gun display (cowboy hat size) die-cut to hold any Daisy and card; a display card for the pyramid, and a newspaper advertising mat. For more information—

Write in No. J18 on card, Pg. 53

Lazy Boy Lawn Mower Co., Inc., 1315 West 8th St., Kansas City, Mo., offers to dealers without charge full-color mailing pieces and ad mats on

all mower models. A new riding mower and two new reel mowers have been added to the 1959 line. For more information—

Write in No. J19 on card, Pg. 53

McCulloch Corp., Marine Products Division, 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers all of the sales promotion material available to Scott dealers in 1959. This material includes formats and ad builders; window streamers which feature Scott's 1959 motors; handout stuffers; line folders; dealer decals; service uniforms; miniature Scott plastic motors; a color billboard; changeable translight display; roadside sign; radio scripts; 30-minute, 4-color movies; preview poster; counter display; store front signs; clock sign; motormobile sign; boatmobile sign; blackboard cutout displays. For more information—

Write in No. J20 on card, Pg. 53

American Bilrite Rubber Co., Chelsea 50, Mass., provides dealers with full-color literature, advertising mats, and photo artwork for Bilrite Garden Hose and Sprinklers. In addition to a metal display rack on coasters, a full-color merchandising display is available which displays over 36 coils and may be used as an island or against the wall. Also available are water flow charts and display cards. For more information—

Write in No. J21 on card, Pg. 53

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; and a truck sign. Also included are a number of colorful counter displays. For more information—

Write in No. J22 on card, Pg. 53

Carolina Washboard Co., Raleigh, N. C., offers a colorful plastic display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000; 4 doz. No. 00; 2 doz. No. 0; 2 doz. No. 1; 2 doz. No. 2; 1 doz. No. 3—list price is \$16.90. For more information—

Write in No. J23 on card, Pg. 53

The Garcia Corp., 268 Fourth Ave., New York 10, N. Y., offers dealers a wide assortment of sales aids, including a retailer consultant service and assistance from fishing experts who set up in-store demonstrations and lectures. A library of 16mm sound-color films covering various fishing subjects are lent free to dealers, clubs, schools, and other organizations upon dealers' requests to Garcia representatives. Merchandising

aids include the Mitchell Counter Card, die-cut for holding a Mitchell reel and one spool of Platyl; display stand for Mitchell reels; an Abu Reflex transparent window streamer; an in-store streamer illustrating Six Steps to Successful Spin Casting; large and small size streamers featuring Mitchell reels; instruction manuals for all reels, with complete parts diagrams; and others. For more information—

Write in No. J24 on card, Pg. 53

Molly Corp., Reading, Pa., has available for dealers: metal merchandiser #612 containing 600 Molly screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors, 2-color leaflet on screen anchors; 2-color leaflet on Hi-Speed Installer; 2-color leaflet on utility plugs; 2-color leaflet on Molly Jack Nut; 3-color, 21" x 9" window streamer featuring Molly screw anchors; and newspaper mats. For more information—

Write in No. J25 on card, Pg. 53

Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn., continues its 14-day trial offer on Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. Dealer has nothing to lose as the company states that it will replace the used mower whenever requested. Window streamer and ad mats available on all items including a banner on the Twin Cut 30" riding mower for 1959. For more information—

Write in No. J26 on card, Pg. 53

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven, Conn., makes available to dealers 8-page consumer stuffers for enclosure with mailings or counter use; a 6-page consumer stuffer on Mossberg's 4X scopes and its latest adjustable power scope; a Mossberg emblem decal for use on door or window; and a Retail Sales Manual for the dealer and his sales staff. In addition, the company offers free electrotype advertising mats, as well as radio and TV commercials. For more information—

Write in No. J27 on card, Pg. 53

Rubbermaid, Inc., Wooster, Ohio, offers dealers a free dispensing unit for its shelf and storage area rubber coverings, Rubbermaid Shelf-Kushion, which comes in 45' rolls. Merchandising aids for dealers stocking the product include window and wall banners, and consumer folders which feature additional home uses for the rubber shelving. For more information—

Write in No. J28 on card, Pg. 53

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover high-

"SORRY"

Whenever a customer requests a name brand product, and you say "Sorry," it means money thrown away. Water Masters are readily available. Why say "Sorry" when a small stock will give you your share of the millions of Water Masters that are sold every year.



GET THE
GENUINE

**WATER
MASTER**

The Hardware Man's
TOILET TANK BALL
America's Largest Seller

lights the high speed drills which are held in supporting holes and serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available. The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—
Write in No. J29 on card, Pg. 53

The Reichert Float & Manufacturing Co., 2250 Smead Ave., Toledo 6, Ohio, offers envelope stuffers, package inserts, and newspaper ad mats to assist dealers in promoting its line of rubber tank balls and guaranteed leak-proof copper and plastic floats. For more information—
Write in No. J30 on card, Pg. 53

Hoosier Tarpaulin & Canvas Goods Co., Inc., 1302-10 West Washington St., Indianapolis 6, Ind., offers the following merchandising aids free of charge to dealers: newspaper ad mats, display signs, self-mailer brochures, posters, and glossy photos on Hoosier Tarpaulins, Tents, and Boat Covers. For more information—
Write in No. J31 on card, Pg. 53

O. Ames Co., Parkersburg, W. Va., is offering a wide variety of ad mats on its full line of garden tools. Available in one column size, the mats provide generous space for imprint and price. A proof sheet showing available mats is available upon request. For more information—
Write in No. J32 on card, Pg. 53

Crescent Tool Co., Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special line-man's tools, etc. The display, 23 in all, can be mounted in units of one, two, four, six, 12 and 16 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Stands to mount four, six, 12, and 16 panels are available at low cost. Crescent also has display cards available at no cost. For more information—
Write in No. J33 on card, Pg. 53

Heineke & Co., Springfield, Ill., offers Excello mower dealers a special demonstration package featuring the Model 271, 21" rotary with "Excellomatic" start-run-stop fingertip control. With each single purchase of any assortment of six power mowers by a dealer, the company will ship, freight prepaid, one Model 271 at a special low price, with a kit of sales aids,

free of charge, consisting of the following: display stand; handle feature card; window banner; door banner; lawn care brochure; power mower trade-in "Blue Book;" leaf mulcher kit; envelope folders; window "Authorized Dealer" decal; full line giant wall banner; master repair parts charts; order blank for dealers to request additional quantities, free of charge, of these sales aids, plus newspaper mats, radio and television spots. For more information—
Write in No. J34 on card, Pg. 53

The Yale & Towne Manufacturing Co., White Plains, N. Y., provides carded hardware as a dealer help in boosting sales. Yale also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in strategic positions. All merchandisers are in bright colors. For more information—
Write in No. J35 on card, Pg. 53

Stevens - Burt Co., Water Master Co. Division, New Brunswick, N. J., provides a colorful display card for its all-angle toilet plunger. The card carries an illustrated message and is fitted with two holes to slip on the yellow plunger handle. For more information—
Write in No. J36 on card, Pg. 53

Weber Tackle Co., Stevens Point, Wis., offers a variety of permanent metal displays for flies, loose hooks, treble hooks, snap-swivels, Redi-Pak nylon packages and other tackle items. The No. RR74 revolving rack displays 72 hinge-cover plastic boxes of ringed hooks. No. RR146 is also a revolving rack; holds one gross of hinge-cover plastic boxes and is designed to display flies and snap-swivels as well as loose hooks. Half-size stationary unit of the latter, No. R73, displays half the quantities of tackle items. Combination assortments of flies, loose hooks, and snap-swivels may be displayed on most of these racks. One-, two-, and three-tier revolving racks for Weber display panels continue to be offered. No. RR12, another revolving metal display, holds one gross of Redi-Pak nylon coils. A number of other display boards, boxes, and other packages are available. For more information—
Write in No. J37 on card, Pg. 53

Columbian Rope Co., Auburn, N. Y., has available for dealers several rope merchandisers, available through wholesalers. Merchandiser No. 57 holds six full reels or six full cartons of rope, two of which may be the 100# size; will hold either cartons or reels or any combination of both; rope is fed through guides to a measuring device and cutter. The "Pick-Me-Up" holds individually wrapped 50' and 100' coils of 1/4", 3/8",

and 1/2" dia. Manila Rope; free with initial order of approximately 100 lbs. of rope which stocks it; all metal and mounted on casters; dimensions, 22" x 22" x 45 1/2". Made of heavy gauge wire and designed to display rope in cartons (Colpacks), the Colpack Rope Rack holds one Colpack 25, two Colpack 50's and Water-Ski ropes, rope in small coils, or twine items on the top shelf. Or if desired, the small rack holding three 9" reels of Nylon or Polyethylene Rope may be displayed on this shelf; requires only 20" x 30" of floor space. Columbian has a small display rack which holds three 9" reels of "Stabilized" Filament Nylon Rope, 1/4", 3/8", 1/2" diameters; or High Tenacity Polyethylene Rope, 1/4" and 3/8" diameters. Delivered free with three-reel order for either rope. For shelf or counter display and for use with Pick-Me-Up or Colpack Rope Rack. Also available is a standard assortment of window display material including ship cutouts, samples of Manila and sisal fibre, folders and pamphlets, and a colorful dealer sign. Various counter display cartons of jute twine, Mason's line, and Christmas twine are also available. For more information—
Write in No. J38 on card, Pg. 53

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers a versatile point of purchase display stand for its line of personal scales. The stand, No. D-108, is in the form of a wire bracket and can be used as a counter or window display, or hung on peg board. It is 16" high by 11" wide. For more information—
Write in No. J39 on card, Pg. 53

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—
Write in No. J40 on card, Pg. 53

Moore Push-Pin Co., 113-25 Berkeley St., Philadelphia 44, Pa., offers a counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10 3/4" high, with a 9" diameter base. For more information—
Write in No. J41 on card, Pg. 53

S. G. Taylor Chain Co., Inc., Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long-leverage chain cutter. When holding its maximum seven reels, it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—
Write in No. J42 on card, Pg. 53

NEW PRODUCTS

*For more information on these new products
use the return free post card on page 53*

The Lawnmowbile

Capable of mowing an acre or more in an hour, and built with the power, maneuverability, comfort and style of a small automobile, the Homko Lawnmowbile is being introduced by the Western Tool & Stamping Co., 2725 Second Ave., Des Moines 13, Iowa.



The all-steel-constructed chassis of the riding rotary mower has a baked enamel, tangerine and cream-colored finish. The mower, Model AE-180, features a disc-type drive mechanism which eliminates gears and the suction-type swing-a-way Flexor blade which avoids impact with solid objects. For more information—

Write in No. 871 on card, Pg. 53

Orange Juice Set

An 8-piece Orange Juice Set, packaged in a polyethylene bag, is announced by The Plas-Tex Corp., 2525 Military Ave., Los Angeles 64, Calif. Retail price is \$1.59.

The set consists of an orange 1 1/4 qt. decanter with white cup and six 6-oz. tumblers, three white and three orange. Decanter has screw-on, leak-proof top.

The juice set—item number PT-758—is packed 1/2 dozen to the carton,



shipping weight 3 3/4 lbs.

Five dozen sets, weight 35 lbs., are available in a self-service, bin display carton. For more information—

Write in No. 872 on card, Pg. 53

Portable Barbecue Grills

In its 1959 Royal Chef line, Chattanooga Royal Co., Chattanooga 6, Tenn., offers campers' portable grills, round braziers, barrel braziers (shown), patio wagon grills, and deluxe patio braziers. Retail prices



range from \$5.50 to \$299.95. A choice of color, including the new "Twilight Blue," is available.

The five barrel brazier models, including one motorized unit, are priced from \$7.95 to \$34.95. The "Bilt-with-a-Tilt" feature of these models provide easy access to the fire.

Merchandising program consists of full color catalogs, ad mats, cook-books, display kits, and demonstration programs. For more information—

Write in No. 873 on card, Pg. 53

Electronics Pliers

Four precision-made Channellock pliers specially designed for all types of electronics work are introduced by Champion DeArment Tool Co., Meadville, Pa.

Design features include slender jaws and handles, precision-matched



jaws and points, hand-honed specially hardened cutting edges, and blue plastic-coated grips.

The line includes a flat-nose plier, a diagonal cutter with wire-stripping notch, a round-nose plier, and a long-reach end cutter. The steel pliers have a full-polished finish. For more information—

Write in No. 874 on card, Pg. 53

Display Assemblies

Component hardware for the construction of units in 4', 6', or 8' lengths is being offered by Knap & Vogt Manufacturing Co., hardware fabricators, of Grand Rapids, Mich.

Called the K-V No. 351 floor display assembly, the package consists of: two 50" end standards; one 50"



center standard; two connecting bars, available in 24-, 36-, and 48-inch lengths; two pair of end braces; two pair of center braces; with necessary screws; and three top caps.

The standards are slotted on two sides to accommodate adjustable shelf brackets in a variety of lengths. Double 1/4" channels are welded on the standards and will accept either plain or perforated hard board back panels.

All component parts are satin anochrome finished. For more information—

Write in No. 875 on card, Pg. 53

Boat Trailers

Two boat trailers, built on the A-frame principle, have been added to the 1959 line of trailers manufactured by Electric Wheel Co., Quincy, Ill. The trailers are designed for boats weighing between 500 and 1,500 pounds. The company also manufactures six T-frame type trailers for boats weighing up to 1,000 pounds.

Main feature of the trailers is said to be the sturdy construction of the A-frame for heavy loads and long over-the-road hauls. The trailers, like



the T-type, are equipped with Firestone Airide airsprings.

The A-shaped frame is made of deep channel, high carbon steel. A one-piece, non-welded pole socket is mounted on the tilt bed for maximum safety.

Gravel damage to boats is prevented by dip-enameled fenders, standard equipment on all models. Other standard features are malleable hubs, demountable wheels, and tapered roller bearings. The cradle pads and rubber rollers are adjustable to any boat measuring up to 19 feet in length. For more information—

Write in No. 876 on card, Pg. 53

Demonstrator Reel

The Denison-Johnson Corp., 720 Minneopa Rd., Mankato, Minn., announces its 1959 Dealer Demonstrator Program on the new Centennial Spin-Bait-Cast Reel.



One Centennial Demonstrator Reel is available to every dealer at an attractive price. It comes in a display kit that also contains a metal sign, a window streamer, and die cut folders in the actual size of the reel. Folders give complete factual information.

The program closes March 31. For more information—

Write in No. 877 on card, Pg. 53

"Mermaid" Fishing Lines

Introduction of a complete new series of "Mermaid" brand fishing lines, packaged in a gold foil self-dispensing display, is announced by Sunset Fishing Lines, Petaluma, Calif.

Monofilament, casting, and surf-squidding lines are included under the new Sunset brand name. Sizes are limited to only the most popular test weights.

Basic unit holds four individual line cartons covered in a contrasting bright blue foil, which in turn contain either one dozen narrow 100-yard monofilament spools or a half dozen 50-yard casting or surf-squidding spools. Standard refill cartons can be inserted as required in the master



display unit. They also are notched for use as separate wall-hanging dispensers.

Special catalog literature on the "Mermaid" brand is available. For more information—

Write in No. 878 on card, Pg. 53

Flower Fence

G. F. Wright Steel & Wire Co., Worcester, Mass., introduces the Wright Flower Fence as a new idea in flower garden protection.



The fence has wide openings for clear view and can be used as trellis and plant supports. It adjusts to up-and-down hill garden levels and irregular flower garden shapes, and is easily installed and removed.

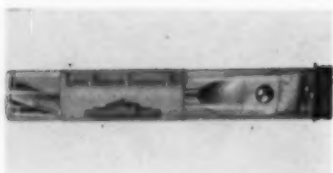
Flower Fence is a galvanized welded fabric, is 15 inches high with 4" built in stakes and comes in 50' rolls. For more information—

Write in No. 879 on card, Pg. 53

Expansive Bit

The Connecticut Valley Manufacturing Co., Centerbrook, Conn., is introducing an additional expansive bit for use in electric drill or drill press by home craftsmen.

The bit is a larger version of the "Hobbyist," and the company states that with these two "Hobbyist" bits at his disposal, the home craftsman with a drill press with 3/8" chuck can bore any size hole from 1/4" to 3". Both bits come with a point which is threaded approximately three-quarters of the way around for improved



pulling power, yet has one flat side so the tool may be removed easily from the work.

Each "Hobbyist" expansive bit is packaged in a transparent plastic tube.

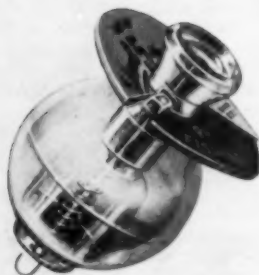
Prices for the new bit are included in a revised price list which shows price reductions in several tools in the Connecticut Valley line. For more information—

Write in No. 880 on card, Pg. 53

Bubble Float

A multi-use bubble float has been added to the float line of Ideal Fishing Float Co., Inc., 2001 E. Franklin St., Richmond, Va., which can be used in bait-casting, fly-casting or spinning with the same basic equipment.

Containing all the features of the 5-Way Ideal Float, this version has a push-pull button for easy on, easy off the line. It slips for spinning or casting, and can be changed immediately



to stationary. An outside wrap device also provides for stationary or slip use.

The Ideal clear plastic Bubble Float comes in three sizes: 3/4", 1", and 1 1/4" and retails for 15¢, 20¢, and 25¢ respectively. For more information—

Write in No. 881 on card, Pg. 53

Two-Tray Tackle Box

The UMCO Corp., Spring Park, Minn., has added Model 802R, a popularly priced salt-water proof Royalite tackle box, to its 1959 line.

The box has all the features of other UMCO Royalite models: chip

proof case which is impervious to salt-water, oils, and gasoline; offset trays with Lur-Gard liners; separate reel compartment and extra reel clip; and it retails for \$9.50. Two cantilever trays have 10 compartments for bait casting plugs. The case measures 15" in length, 6 1/2" wide, and 6 1/2" high.



A companion box called the Model 802 has the same features and specifications except for a rustproof aluminum case; priced at \$8.95.

UMCO's complete 1959 line includes 29 Aluminum and Royalite tackle and spin boxes, priced to \$24.95. For more information—

Write in No. 882 on card, Pg. 53

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MARSHALLTOWN TROWELS

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Flexbond Glue

Consumers Glue Co., St. Louis, Mo., announces a polyethylene, squeeze bottle package for Flexbond, a synthetic resin glue. The bottle features a protective cap which is designed to prevent loss before the package is purchased by the consumer.



The non-breakable squeeze bottles are available in a 1-oz. size designed especially for the housewife, and in a 4-oz. and 8-oz. size for the do-it-yourself craftsman. Flexbond 1-oz. squeeze bottles are packed 24 per carton; the 4-oz. and 8-oz. sizes are packed 12 per carton.

The company will continue marketing the larger quantities—pints, quarts, and gallons—for industrial use in glass containers. The pint and quart jars are packed 12 per carton, and the gallon jars are packed four per carton. For more information—

Write in No. 883 on card, Pg. 53

Boat Cushions

Style-Crafters, Inc., Greenville, S. C., is introducing its new line of "Aqua-Float" buoyant cushions. Pictured here is a set of "Aqua-Float" U. S. Coast Guard approved cushions illustrating two of the four basic stock model custom cushions which the company makes available.

These are style numbers MKS-15 and MKS-21 constructed of Style-Crafters' exclusive "Nestex" vinyl coated tweed finished heavy duty



leatherette covering material, featuring the exclusive woven contrasting white Saran gusset and "life grip" stitches, solid vinyl grab strap handles. The cushions are available in any one of three matching colors and two color, matching, permanent designs.

In addition to these matching nautical "custom crafted" cushions, Style-Crafters also has developed an all white vinyl "cool cushion" ensemble for use in the same manner under style numbers MKE-15 and MKO-21. For more information—

Write in No. 884 on card, Pg. 53

"Nylon 66" Rifle

Clean lines, tasteful decoration, and light weight are features of the "Nylon 66" autoloading 22 caliber rifle introduced by Remington Arms Co., Inc., Bridgeport, Conn. In combining structural nylon and steel, the manufacturers claim the gun is a new concept in firearms engineering.



The four-pound gun has a 19-9/16"-long barrel. It comes in two colors, Mohawk brown and Seneca green, features ivory inlays and spacers, and custom checkering on stock and fore-end. The gun retails at \$49.95. For more information—

Write in No. 885 on card, Pg. 53

Insulated Picnic Bags

Available in a variety of shapes and colors, vinyl insulated picnic bags announced by The Hamilton-Skotch Corp., 11 East 36th St., New York 16, N. Y., come in three models, left to right in accompanying photograph:



The Ship-Mate, 17" x 11" x 6 1/2"; suggested retail price, \$2.79.

The Oval, 17" x 11" x 8"; suggested retail price, \$3.98.

The Double Decker, 17" x 16" x 16 1/2"; suggested retail price, \$5.95.

All three models feature Sanitized liners for hygienic protection. For more information—

Write in No. 886 on card, Pg. 53

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9 lb.	25.20	" " 36,000 sq. ft.

If your wholesaler doesn't have TAT-42 yet, write immediately for full information.

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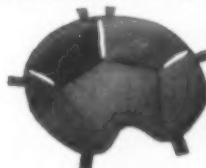
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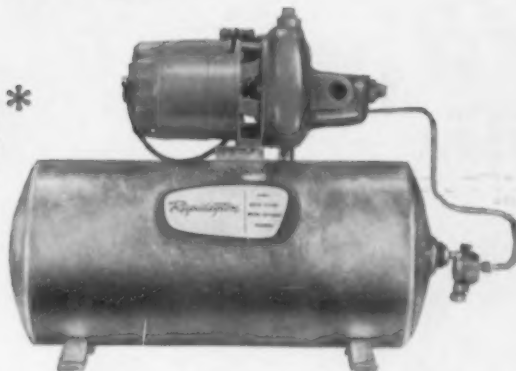
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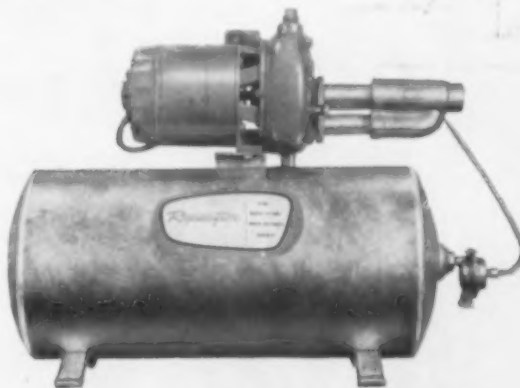
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